

**pureCru Wines Score Big
at the Los Angeles International Wine and Spirits Awards**

NAPA VALLEY, CA

pureCru Winery, the new venture from acclaimed winemaker Mitch Cosentino, received three prestigious awards at the 2011 Los Angeles International Wine and Spirits Awards.

“I’m delighted that our wines were so well received,” said Cosentino.

The **2007 pureCoz Napa Valley Red Wine won Best of Class, Gold Medal with a score of 96 points.** pureCoz is rich, full, and a complex proprietary red wine blend, with warm and well-integrated tannins that exhibit intriguing aromatics and bright red fruit elegance. It exhibits the familiar elements of Meritage and Super Tuscan wines. “Yet pureCoz is more,” Cosentino added. “It’s a wine with a fourth dimension that highlights an exceptional balance and a different richness.”

pureCoz is 43% Cabernet Sauvignon, 21.5% Cabernet Franc, 21.5% Merlot, and 14% Sangiovese. 330 cases were produced.

The pureCru **2007 Sangio Vetta also won Best of Class, Gold Medal, with a score of 96 points.** This is a complex blend that is stylistically similar to an Italian Brunello. 321 cases were produced. Rich and full, bright and balanced.

The grape blend is from Napa and Lodi, with a composition of 89% Sangiovese and 11% Bordeaux varietals.

The **Couples & Co 2009 Napa Valley Chardonnay won Best of Class, Gold Medal, with a score of 91 points.** It is 100% Chardonnay with 75% old Chablis clone, 25% Old Wente Clone (originally a selection from Meursault).

The wine was barrel fermented and aged in specially made French oak Burgundy for 11 months, 50% new. There was no malolactic fermentation, so this wine retains its bright natural acidity and as a result will age for many years. 625 cases were produced.

purecru Napa Valley specializes in a small number of limited production wines, and also produces wines with champion golfer Fred Couples. Mitch Cosentino has been producing world class wines for 31 years. **pureCru Napa Valley** is his latest winery venture, and designed to accompany fine international cuisine.

The wines can be found in select fine restaurants and wine shops, and can be purchased direct at www.purecruwines.com.
