

For Immediate Release  
July 9, 2007

***“Charlotte’s Reserve” from Huber Cellars will Benefit the Humane Society***

*A reserve bottling of Huber’s renowned, inky Dornfelder wine a fitting tribute to their black Labrador*

LOMPOC – July 9, 2007 – Dogs are as much a part of vineyard and winery life as grapes or barrels. Around the Santa Ynez Valley, it’s almost expected to see a dog in the back of a pickup, accompanying a winegrower through the vines or hanging out in the cool cellar on a hot summer day. And so it was with Norman and Traudl Huber’s canine companion, Charlotte. The smartest puppy in a litter of 12, the Huber’s brought Charlotte home from the Buellton Farmer’s Market thirteen years ago. Not only was Charlotte an excellent guard dog and an expert “gopher hunter”, but also became multi-lingual, picking up both English and German from the Hubers. Definitely the smartest pup in the litter!

Charlotte passed away this year after a long and happy life with the Hubers. With a desire to not only memorialize Charlotte, but also to help other dogs find such a good life, Norman and Traudl Huber have crafted a special wine from their vineyard, called “Charlotte’s Reserve”. They chose the finest two barrels of their 2005 Dornfelder wine – a red wine that is so dark as to be almost black. Like Charlotte, the wine is full of character and quality, is bursting with black fruit flavors and is a true representation of their Sta. Rita Hills vineyard. Ten percent of the price of each bottle will be donated to Santa Ynez Valley Humane Society. Since 1979, the Santa Ynez Valley Humane Society has been providing nutritious food, needed medical care, and a clean, safe and welcoming place for homeless animals while they find them a new family. “Many thanks to the Hubers for helping homeless dogs and cats.” notes Kirsten Ruiz of the Humane Society. “The introduction of *Charlotte’s Reserve* is a great way to honor the memory of their much loved and missed friend.”

*Charlotte’s Reserve* is now available for sale as a “future” via the Huber Cellars website for \$40.00 per bottle. Upon release in September, the wine will be sold at \$50 per bottle, and will feature a hand-waxed seal and special label. Dark plum notes, blackberry and a hint of black raspberry jam mingle with fine-grained tannins and a lingering finish in this beautifully structured and balanced wine.

The Huber Vineyard is one of the oldest vineyards in the Sta. Rita Hills appellation and continues to provide winegrapes to a select number of premium wineries. Additionally, the Hubers produce limited amounts of estate Chardonnay, Pinot Noir and Dornfelder wines under their Huber Cellars label. For more information, visit [www.HuberCellars.com](http://www.HuberCellars.com) or contact Norman Huber at (805) 736-3854 or via email at [Info@HuberCellars.com](mailto:Info@HuberCellars.com).

###