

ATELIER

SHARE A SPLASH WINE CO. LAUNCHES NEW RUSSIAN RIVER VALLEY BRAND

The sustainably focused, boutique brand's inaugural release is a Pinot Noir & Chardonnay

FOR IMMEDIATE RELEASE

Healdsburg, CA – January 30 Atelier, a joint project of SHARE A SPLASH wine co. head winemaker Ondine Chattan and founder Yoav Gilat have released their first vintage. The sustainably focused brand has launched with a 2021 vintage expression of Russian River Valley Pinot Noir and Chardonnay. The inspiration for the brand comes from Chattan's decades-long career in Sonoma County; and is a love letter to the benchmark region's famed Pinot Noir and Chardonnay.

"We chose the Russian River Valley in Sonoma County as our muse equally for its favorable climatic influence on Chardonnay and Pinot Noir as for the region's entrenched commitments to sustainable wine growing and innovation. Our grower partners are family farmers who are united in their commitment to sustainable farming and conservation" noted Chattan.

The brand's first releases are sourced from family-owned vineyards in the Middle Reach neighborhood of the Russian River Valley. The grapes are certified Sonoma County Sustainable; with the Chardonnay sourced from a single site whose soil structure is Yolo grey clay over blue loam with a deep gravel base, while the Pinot Noir grapes come from two sites and three distinct vineyard blocks; with gravel and sand loam. Chattan noted the combination of the soils, clones and balanced vines capture the beauty and diversity of the microclimates – yielding a distinctive minerality in the Chardonnay and a lush texture tailored by fine grained tannins in the Pinot.

The packaging was created with sustainability in mind, while striving to mirror the beauty of the vineyard sites. The bottle weighs 468 grams and is sourced in California reducing the carbon footprint, the label is 100% post-consumer recycled paper with biodegradable ink, a biodegradable wax seals the bottle providing a sleek, tactile look that allows for a clean opening without crumbling. The outer carton is 100% post-consumer recycled corrugated cardboard printed with biodegradable water-based ink.

For Gilat, who has built a portfolio and a reputation based on inclusion and accessibility driven by a passion for wine, Atelier's release marks a first into the luxury Russian River Valley Pinot Noir and Chardonnay category. "Atelier honors the craft of winemaking, its maker's studio of land and cellar, and the artistic hand of our super-talented winemaker Ondine Chattan," he noted. "This is our first brand built around sustainability and it has brought key learnings that we have applied to our entire operation, our goal is continuous improvement." Atelier's first releases are limited in production, approximately 700 9L cases per SKU, available exclusively in 6-packs. The 2021 Russian River Valley Chardonnay's suggested retail price is \$44.99; while the Pinot Noir is \$49.99. The Chardonnay is barrel fermented and aged for 11 months in French oak, with partial malolactic fermentation; it is defined by a dynamic tension between ripe fruit and minerality. The Pinot Noir is

predominantly destemmed with a small portion left whole cluster, it is also aged for 11 months in French oak; the pure red fruit core is balanced by earthy notes with deep concentration.

Chattan joined SHARE A SPLASH in 2017, but she has made wine in the state of California for the past 20+ years – first at Cline Cellars, then at Ridge Vineyards before an 18-year tenure at Sonoma's Geyser Peak. When she first met Gilat they immediately bonded over the easy approachability of SHARE A SPLASH's wines coupled with a shared enthusiasm for Sonoma County. Chattan has brought some of her favorite grape growers into the SHARE A SPLASH winery family and expanded sourcing relationships with an eye on always refining style and quality. "Working at SHARE A SPLASH has united my experience and ambition in making wines that are inclusive and welcoming," Chattan commented "Atelier has brought it full circle, allowing me to pay tribute to the natural beauty of the Russian River Valley."

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About SHARE A SPLASH wine co.

Founded in 2006 as Cannonball Wine Company, SHARE A SPLASH wine co. produces and manages a portfolio of wines that echo a simple belief: that wine, like life, is best enjoyed when shared. Today, the SHARE A SPLASH portfolio offers a diverse range of premium - luxury wine brands, including Cannonball, Angels & Cowboys, High Dive Napa Valley, and boutique brand Atelier with imports New Zealand's Astrolabe Wines and Portugal's José Maria da Fonseca's Twin Vines. From their base in Healdsburg, California, the SHARE A SPLASH wine co. wines are present in 48 United States and 30 international markets and on a mission to "*Share a Splash*" with every glass! For more information, please visit shareasplash.com.

Images & More Information:

Brand assets (bottle shots, tech sheets): shareasplash.com/atelier

Winery website: atelierwinery.com

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