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FOR IMMEDIATE RELEASE

REDWOOD CREEK WINES® ANNOUNCES ONLINE GRILLING RECIPE CONTEST Winery Invites Aspiring Chefs to “Blaze a Better Barbecue”

MODESTO, Calif. (May 17, 2010) – Think you’ve got what it takes to call yourself the ultimate grillmaster? This summer, Redwood Creek Wines is calling on consumers to share their favorite sizzling recipes in the first-ever **Blaze a Better Barbecue** Recipe Contest.

Redwood Creek is urging grilling and outdoor enthusiasts across America to enter for a chance to win the ultimate grilling vacation – an all-expenses-paid trip to Steven Raichlen’s Barbecue University® in 2011 featuring Redwood Creek wine. Eight finalists will each receive \$500 in cash and the chance at the grand prize trip to Barbecue University.

To enter, head to RedwoodCreekWine.com NOW through July 31, 2010 and submit an original grilling recipe. All entries must include one of Redwood Creek’s nine, food-friendly wines as an ingredient. To spark your imagination, barbecue authority Steven Raichlen, host of *Primal Grill*® on Public Television, has shared some of his signature dishes on the website, including Grilled Clams with Sauvignon Blanc, Brats in a Chardonnay “Hot Tub” and Beef Ribs with Pinot Noir Barbecue Sauce.

A panel of wine, culinary and outdoor enthusiasts will narrow the pool of applicants to the top eight finalists. The panel will then select a grand prize winner that will receive an all-expenses paid trip for two to Steven Raichlen’s Barbecue University® in 2011. As a proud supporter of the great outdoors, Redwood Creek will make a \$2,500 donation in the grand prizewinner’s name to the outdoor nonprofit of their choice.

“The Sierra Nevada mountain snowmelt irrigates our vines and helps nourish Redwood Creek’s flavorful wines from grape to glass.” said Sean Hails, Redwood Creek winemaker. “These flavors naturally fit with outdoor grilling and will complement your barbecue recipe perfectly.”

For more information on Blaze a Better Barbecue, including details on how to submit your recipe, please visit RedwoodCreekWine.com.

About Redwood Creek:

Redwood Creek wines embody the adventurous spirit of the great outdoors. Redwood Creek Winemakers Cal Dennison and Sean Hails crafted a portfolio of nine food-friendly wines that consistently deliver outstanding quality at an attractive price. Redwood Creek wines are available at retailers nationwide at a suggested retail price ranging from \$6.99 to \$12.99.

About Steven Raichlen:

Multi-award-winning author, journalist, cooking teacher, and TV host, Steven Raichlen is the man who reinvented barbecue. His best-selling Barbecue Bible cookbook series (4 million copies in print) and the Primal Grill® and Barbecue University™ TV showson public television have helped people all over the world master the art of live fire cooking.

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