



**For Immediate Release**

**SIGNORELLO VINEYARDS & SNAKE RIVER FARMS  
PRESENT 'THE ULTIMATE LUXURY FOOD AND WINE EXPERIENCE' FOR  
THE HOME  
THE KOBE & CABERNET CLUB**

**Napa Valley, CA (May 2008)** - Napa Valley's Signorello Vineyards, renowned for their fine estate wines and Snake River Farms, America's leading producer of Kobe (Wagyu) beef, bring together the rarest of tastes to create a luxury food and wine experience for the home with the **Kobe & Cabernet Club**.

On Father's Day, Valentine's Day and during the winter holiday celebrations, Signorello Vineyards and Snake River Farms will select only the finest grade cuts of American Kobe (Wagyu) beef to pair with Signorello's Estate Cabernet Sauvignon, providing the key ingredients for the most savory dinner for beef and cabernet lovers. They will be delivered to member's homes with recipes to create the ultimate Kobe & Cabernet experience.

Kobe & Cabernet club members will gain exclusive access to the high quality Signorello Vineyards Padrone and the Estate Cabernet Sauvignon wines as well as other wines not available to the public. These wines include Meta (50 percent Cabernet Sauvignon and 50 percent Syrah), East Hillside Cabernet Sauvignon (100 percent Cabernet Sauvignon) and Uvaggio (34 percent Cabernet Sauvignon, 33 percent Merlot and 33 percent Cabernet Franc). **For more information and to sign up for the Kobe & Cabernet club, please visit <http://www.signorellovineyards.com/wine-club-kobe-cab.html>.**

The Father's Day shipment includes four Rib Eye Steaks (cap off, cut 1 inch thick) and three bottles of the Estate Cabernet Sauvignon.



The holiday shipment includes one Rib Eye Roast (6-8 pounds, serving 8-10 people) and one bottle each of the Estate Cabernet Sauvignon, Padrone (Reserve Cabernet Sauvignon) and Meta.



Lastly, the Valentine's Day shipment includes four- 8oz. Tenderloin Filets and one bottle each of the Estate Cabernet Sauvignon, East Hillside Cabernet Sauvignon and Uvaggio.



“Signorello Vineyards is proud to be working with Snake River Farms whose philosophy is similar to ours,” says Ray Signorello, Jr., Proprietor and Winemaker. “They are a family run business, like ours and are focused on pursuing a higher level of quality – which is something we value at Signorello Vineyards. Kobe and Cab is a natural pairing, creating the ultimate luxury food and wine experience.”

**Kobe & Cabernet Club members receive the following benefits:**

- 15 percent discount on all wine purchases throughout the year
- 10 percent discount on all Snake River Farms products throughout the year
- Free tastings at Signorello Vineyards for members and up to three guests
- Invitations to special members-only events at the winery
- Invitations to the exclusive Kobe & Cabernet winemaker dinners throughout the country
- Newsletters and emails regarding winery news and event updates
- Exclusive use of Signorello Vineyards patio terrace and picnic area
- Special club member rates at the Yountville Inn in Yountville, CA
- Special recipes pairing Kobe (Wagyu) beef with Signorello wines
- Access to Signorello Vineyards very special Padrone and wines made exclusively for Wine Club members

Signorello Vineyards is Napa Valley's ultimate boutique winery known for its intensely flavored Cabernet based wines, grown exclusively on Signorello's singular hillside estate along the Silverado Trail, just south of the Stags Leap District.

**About Signorello Vineyards**

Signorello Vineyards, on Napa Valley's Silverado Trail, is a highly regarded producer of Estate Cabernet Sauvignon. Additionally, the winery produces Estate Chardonnay made from 28 year old vines; Seta, a proprietary Semillon and Sauvignon Blanc blend; and Signorello Vineyard's luxury Bordeaux blend, Padrone. For over twenty years, the Signorello Vineyards family has created limited quantities of estate grown wines that blend old world, hand-crafted traditions and ultimate Napa Valley character. The wines at Signorello Vineyards are produced by hand at very low yields to insure quality and deep, concentrated flavor characteristics of the hillsides. With a commitment to the Estate, Signorello Vineyards is devoted to creating consistent quality and attainable luxury. For more information about Signorello Vineyards, please visit [www.signorellovineyards.com](http://www.signorellovineyards.com).

**About Snake River Farms**

Rich in heritage and tradition, Snake River Farms American Kobe (Wagyu) Beef and Kurobuta Pork is synonymous with unsurpassed quality. This level of distinction is possible because only the finest stock is raised in Snake River Farms' tightly controlled production process. The result of this care is an exquisite eating experience that is comprised of sophisticated simplicity, intense flavor and exceptional tenderness. Snake River Farms is served by some of the most esteemed chefs in the finest dining rooms around the world. Snake River Farms has also been featured at the Governor's Ball at the Oscars and the 50<sup>th</sup> Anniversary Grammy After Party Celebration, as well as ABC's Good Morning America, NBC's the Today Show and Newsweek Magazine. For more information about Snake River Farms, please visit [www.snakeriverfarms.com](http://www.snakeriverfarms.com).

\*Members are responsible for changes in address and credit cards. Members will be charged for all shipping costs incurred by wine and meat returned due to address changes or non availability of required signature. Due to government regulations, Signorello Vineyards and Snake River Farms CANNOT ship to non-reciprocal states.

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