

**John and Doug Shafer win historic James Beard Foundation Award
at Lincoln Center Ceremony in New York**

First Napa Valley Vintners to Receive 'Outstanding Wine and Spirits Professional' since 1996

SHAFFER VINEYARDS, NAPA VALLEY May 4, 2010 – Shafer Vineyards is pleased to announce that on Monday, May 3, in New York John and Doug Shafer received a historic James Beard Foundation Award at a high-profile awards ceremony dubbed “the Oscars of the food world.”

The award is 2010 “Outstanding Wine and Spirits Professional.”

John and Doug Shafer, a father and son team, are the first Napa Valley vintners awarded this honor in 14 years and are thrilled to join previous Napa Valley recipients: Robert Mondavi ('91), André Tchelistcheff ('92), and Jack and Jamie Davies ('96).

“It's a big nod for their Napa legacy,” said *San Francisco Chronicle* wine editor Jon Bonne of the award in coverage of the event.

In his acceptance speech, John Shafer paid tribute to the longtime efforts of his son, Doug, and to Shafer winemaker, Elias Fernandez. (Doug was not able to attend the event.)

“It's an incredible honor to be mentioned in the same category as luminaries such as André Tchelistcheff and Robert Mondavi,” says John Shafer. “We have a great, dedicated team at the winery and everyone feels very fortunate today.”

More than 600 culinary professionals are involved in the voting process for the James Beard Foundation Awards. Recipients receive a bronze medallion etched with the image of the late James Beard as well as a certificate from the Foundation

The May 3, 2010 awards event was held at New York's Lincoln Center and was attended by some 1600 guests, including some of the best-known names in the world of food and wine. *Time* magazine has called the event, “The Oscars of the food world.”

Shafer Vineyards traces its beginnings to its first vintage in 1978, a Cabernet Sauvignon sourced from the rugged hillside vineyards that surround the winery in Napa Valley's Stags Leap District. John Shafer was joined by son Doug Shafer in 1983, who went on to craft the first vintages of Hillside Select, Shafer's signature wine. Elias Fernandez completed the team in 1984, and was named winemaker in 1994. Shafer Vineyards owns 204 acres of vineyards in Napa Valley sources for its Cabernet Sauvignon, Merlot, Syrah and Chardonnay.

Established in 1990, the James Beard Foundation Awards are a program of the James Beard Foundation, a nonprofit organization whose mission is to celebrate, nurture, and preserve America's culinary heritage and diversity in order to elevate our appreciation of the culinary arts.

For more information online visit: www.ShaferVineyards.com and www.jamesbeard.org

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