

# TRINCHERO

## *Family Estates*

**FOR IMMEDIATE RELEASE**

**TRINCHERO FAMILY ESTATES MARKS 70 YEARS OF WINEMAKING WITH NEW HISTORICAL MEMOIR**

***New book chronicles the Napa Valley founding family's rise to prominence from modest beginnings***

**ST. HELENA, Calif., May 3, 2018** – In celebration of their 70th winemaking anniversary this year, [Trinchero Family Estates](#) has announced the release of *Trinchero: Family, Wine, and The American Dream*, published by Chronicle Books. The book recounts the Trinchero family history as they grew from humble beginnings to become one of the largest family-owned, Napa Valley-based wine and spirits companies in the United States.

In recognition of the family's platinum anniversary, *Trinchero: Family, Wine, and The American Dream* offers an intimate look into the family, their business and their pioneering, but largely unknown, contributions to America's food and drink culture. The book chronicles the family's life, beginning in 1948 with founders, Mario and Mary Trinchero, settling into their new home in Napa Valley shortly after moving from New York City. The Trinchero brothers had bought an abandoned winery in St. Helena and planned to restore it to its former glory; the winery was named Sutter Home. Narrating many of the memories are the family's second generation, Bob and Roger Trinchero, along with other family members. The anecdotes come together to tell the story of the family's unwavering commitment to crafting high quality wine. Rich visuals from family and company archives are seeded throughout and enhance their impressive journey.



The story of Trinchero Family Estates and its rise to prominence is tied directly to the family's invention of White Zinfandel in the 1980s and the wine's rapid explosion in popularity that followed. Today, they have grown to encompass a diverse portfolio of more than fifty wine and spirit brands, including their namesake label, [Trinchero Napa Valley](#), which was launched in 2007. The striking Trinchero Napa Valley winery was recently renovated and sits on 22 acres of vineyards just north of St. Helena. The estate wines, along with limited-edition releases, are crafted onsite at the state-of-the-art facility by winemaker Mario Monticelli and are available to taste at the signature tasting room.

"The Trincheros are legendary for what they've accomplished in the world of wine, and for successfully remaining family owned," shares the historical memoir's author, Angela Pneuman. "On a local level, they're also well-known as hardworking, down to earth people, savvy about how they run their business, supportive of their employees and devoted to and concerned about the community, as well as fiercely loyal to their family. Over and over, the

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Trinchero employees and Napa Valley residents I spoke to shared personal examples of the family's kindness and generosity. It was a privilege to hear and help tell the remarkable stories of this family."

***Trinchero: Family, Wine, and The American Dream*** tells the history of the family who changed the way wine is understood in the United States and was written by renowned local author, Angela Pneuman. This historical memoir is available in hardcover (9"x 11.5") for \$65.00 onsite at the Trinchero Napa Valley tasting room and online at <http://store.trincheronapavalley.com/Boutique>.

### **About Trinchero Napa Valley**

*Trinchero Napa Valley was founded by the Trincheros, esteemed Napa Valley vintners since 1948. The only brand bearing the Trinchero family name, every Trinchero Napa Valley wine is crafted with estate-grown fruit, hand-selected from the family's sustainably farmed vineyards throughout Napa Valley. The state-of-the-art winemaking facility and picturesque estate in St. Helena offers visitors a modern, luxurious experience while evoking the unique legacy of the Trinchero family. Visit [www.trincheronapavalley.com](http://www.trincheronapavalley.com) to learn more.*

### **About Trinchero Family Estates**

*The world's second-largest family-owned winery and fourth-largest overall, Trinchero Family Estates (TFE) comprises more than 50 award-winning wine and spirits brands distributed in nearly 50 countries around the globe. Founded in 1948—when Italian immigrant Mario Trinchero brought his young family from New York City to Napa Valley and purchased an abandoned Prohibition-era winery called Sutter Home in St. Helena—Trinchero Family Estates has been an innovator for seven decades. Today, Trinchero Family Estates remains deeply rooted in Napa Valley, encompassing a broad portfolio of global offerings, including flagship brands Sutter Home Family Vineyards and Ménage à Trois; luxury brands Trinchero Napa Valley, Napa Cellars and Neyers Vineyards; partner brands Joel Gott Wines, Charles & Charles and Bieler Père et Fils; import brands Doña Paula, Angove Family Winemakers, Avissi Prosecco and Echo Bay; and spirits brands Tres Agaves Tequila and Amador Whiskey. Learn more at [www.tfewines.com](http://www.tfewines.com).*

### **Social Media**

Facebook: [@TrincheroNapaValley](https://www.facebook.com/TrincheroNapaValley)

Instagram: [@TrincheroNapaValley](https://www.instagram.com/TrincheroNapaValley)

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