



For Immediate Release:

Coppola's New Sonoma Winery Hits the Road for Out-of-Town Tryouts?

GEYSERVILLE, Calif. (July 1, 2010) – As Francis Ford Coppola Winery prepares for its opening, a Broadway tradition suggests a new way to preview its soon to be completed attractions.

"I realize I can't really transport the entire winery site to the traditional tryout cities, Boston, New Haven, Baltimore and others -- but we can and will give visitors from those cities free wine tasting and pizza and a privileged tour through all the facilities to get their reactions," said owner Francis Ford Coppola. "Each week we'll feature a different tryout city, and visitors from there, who join the many other visitors, will get a VIP inside look at the spectacular new features that are about to open to the public."

The winery is presently open daily in its temporary tasting room, but as the new facilities begin to get the approval for public use from the county, the attractions will open beginning with *RUSTIC, Francis's Favorites*, a restaurant with outdoor dining terraces; two new wine tasting rooms; an extensive collection of movie memorabilia including the original 1948 Tucker car and Don Corleone's desk from *The Godfather*; and several cocktail bars amid a wonderful retail experience.

Each week a new tryout city will be designated, and guests from there will get a private tour of the entire property and all of its exciting upcoming features including swimming pools and changing cabins with showers, an outdoor pool cafe, bocce courts, and an entertainment pavilion among gardens and pleasure-grounds designed by Academy Award-winning production designer Dean Tavoularis.

As big crowds are expected this summer, the preview weeks provide the winery with a way to invite selected groups to intimately tour the extensive grounds before the entire facility is open to the general public.

TRYOUTS SCHEDULE

General opening, everyone welcome -- kicks off with:

Boston – July 27 through August 1
New Haven – week of August 2
Baltimore – week of August 9
Washington D.C. – week of August 16

Philadelphia – week of August 23

HOMECOMING – Bay Area – week of August 30

About Francis Ford Coppola Winery

Francis puts it best, saying the winery is “a wine wonderland, a park of pleasure where people of all ages can enjoy all the best things in life – food, wine, music, dancing, games, swimming and performances of all types. A place to celebrate the love of life.” Francis Ford Coppola Winery is located at 300 Via Archimedes in Geyserville, California, accessed from US HWY 101 and the INDEPENDENCE LANE exit. Among the many unique attractions at the property, Francis Ford Coppola Winery features a wine tasting bar, two restaurants, swimming pools, movie memorabilia, a performing arts pavilion and a park area with game tables and bocce courts. Francis Ford Coppola Winery opens at 11 a.m. daily. For more information, call (707) 857-1400, toll free (877) 590-3329 or visit www.FrancisCoppolaWinery.com.

About Francis Ford Coppola Presents

In our company, ‘fun and adventure’ means finding art in living; curiosity, innovation and the exploration of new horizons, while resisting the forces of narrow thinking. We hope you find this reflected in the wine we make and the food we prepare - key ingredients for experiencing life with family and friends. This thinking also guides our magazine, *Zoetrope: All-Story*, which is dedicated to sharing the work of the best writers in the world and our Central American resorts, *Blancaneaux*, *La Lancha* and *Turtle Inn*, designed to rejuvenate and inspire. Also close to home is *Mammarella’s*, our cafe in Napa and *Cafe Zoetrope*, our San Francisco eatery serving authentic Italian food in the heart of North Beach.

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