

FOR IMMEDIATE RELEASE



**Francis Ford Coppola Winery Apocalypse Now Wine Label Reveals Behind-the-Scenes Footage**  
*A Leader in Innovation, Francis Ford Coppola Winery Embraces Wine Label Technology with Authentic Content Activated with a Mobile Device*

**GEYSERVILLE, Calif. (November 6, 2018)** – Francis Ford Coppola Winery is thrilled to unveil the collector’s edition 2015 Apocalypse Now Red Blend in celebration of the film’s upcoming 40<sup>th</sup> Anniversary in 2019. This intriguing wine with notes of pepper and toasted wood features a label designed by iconic artist Laurent Durieux. The label features innovative technology, activated by your mobile device, revealing videos that highlight six-time Oscar® winner Francis Ford Coppola’s artistic vision for *Apocalypse Now*. Guests can taste the wine, experience the label firsthand and meet Durieux at a special event this weekend.

“Francis Ford Coppola has always been at the forefront of innovation, so it only seemed natural to create this unique smart bottle and provocative label celebrating one of the top 100 movies of all time,” says Jennifer Leitman, The Family Coppola Executive Vice President, Marketing. “This dramatic blend is a perfect match for the film. It is a limited release and exclusively available for purchase online or in the (FFCW) tasting room.”

When scanning the wine label with a mobile device, unlock a series of rare videos about the making of *Apocalypse Now*. Featuring commentary from director Francis Ford Coppola, the clips give unique insight into the grueling process of creating the iconic 1979 film. View a total of four videos with each additional scan of the label, including a deleted scene from the American Zoetrope archives.

This [2015 Apocalypse Now Red Blend](#) will be released Nov. 10 at Francis Ford Coppola Winery for a [special wine event](#) with guest label designer and distinguished artist, Laurent Durieux. The event is open to the public and Wine Family members will get exclusive access to a poster and bottle signing. Those who attend the event can purchase the film on Blu-ray/DVD and complete their experience with a photo opportunity on the newly refurbished river patrol boat, an original prop from the film.

To purchase this new wine release and for more information on Francis Ford Coppola Winery, please visit [FrancisFordCoppolaWinery.com](http://FrancisFordCoppolaWinery.com) and follow Francis Ford Coppola Winery on [Instagram](#) and [Facebook](#).

###

**About The Family Coppola**

The Family Coppola encompasses all of the things Francis loves most—cinema, wine, food, resorts and adventure—and embraces quality, authenticity and pleasure as a backbone to each of these vibrant business endeavors. Anchored in Sonoma County, Francis Ford Coppola Winery, known for its superior level of quality and integrity, is, as Francis puts it, “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.” Coppola’s second foray into Sonoma County came in 2015 with the launch of Virginia Dare Winery, *American wines since 1835*, ushering in a new era of elevated quality and vineyard-specific wines. The Family Coppola are lovers not only of wine, but spirits as well. Great Women Spirits—small-batch, house-crafted, classically styled spirits—are a collection of spirits as unique and remarkable as the women they honor. The Family Coppola Hideaways are a collection of unique properties where adventure meets serenity. Drawing upon inspiration from his film career and travels around the globe to the far-reaching corners of the world, Francis created each resort, embracing off the beaten path locations and making each locale an ideal destination for exploring the natural wonders of the area while relaxing in tranquil surroundings. Additionally, The Family Coppola operates a venerable film production company, American Zoetrope; the award-winning literary and art magazine, *Zoetrope: All-Story*; Cafe Zoetrope in San Francisco’s iconic Sentinel Building in North Beach; and Mammarella Foods, an authentic line of premium organic pastas and sauces. Earn and redeem points through Coppola Rewards membership at [CoppolaRewards.com](http://CoppolaRewards.com) or visit [www.TheFamilyCoppola.com](http://www.TheFamilyCoppola.com) to learn more.

**Media Contacts:**

Kristin Thwaites  
Communications Director, The Family Coppola  
[Kristin.Thwaites@ffcpresents.com](mailto:Kristin.Thwaites@ffcpresents.com)

Rose Jimenez  
PR Manager, The Family Coppola  
[Rose.Jimenez@ffcpresents.com](mailto:Rose.Jimenez@ffcpresents.com)