



**FOR IMMEDIATE RELEASE
EXCLUSIVE MEDIA EVENT**

For LJ Crafted Wines
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**Urban Winery Launches in San Diego Offering New Wine Experience and Napa
Winemaker Visit**

Patent-pending apparatus allows the only barrel-direct wine service

San Diego, Calif. (November 29, 2016) — After a soft opening this spring, LJ Crafted Wines announced today their first official media event to formally introduce their wines and their winemaker from Napa, Alison Green-Doran at their tasting room tomorrow, November 30, 2016. LJ Crafted Wines is the only tasting room offering wine direct from the barrel in which it is aging thanks to their own patent-pending apparatus, the Wine Steward. The Wine Steward allows wine to be repeatedly served directly from the barrel while maintaining the integrity of the barrel's remaining contents.

In a rare appearance in San Diego tomorrow, Ms. Doran will discuss her background as one of the first female winemakers in California and her approach to winemaking from 5:30p.m. - 7:00p.m. Ms. Doran will lead a tasting of LJ Crafted Wines newest arrivals and is available exclusively for media interviews.

“We are proud to introduce our winemaker and showcase our barrel-direct wine service, which is unique in the wine industry,” said Lowell Jooste, owner of LJ Crafted Wines. “Our family’s legacy of producing fine wines continues in our new home town of La Jolla and through partnering with Ms. Doran, we bring top Northern Californian wines to San Diego.”

Small batch wines across a wide taste spectrum arrive regularly for wine lovers to enjoy throughout the year. Grapes are sourced from growers in Napa and Sonoma, vinified by Ms. Doran in Napa and shipped in barrels to LJ Crafted Wines in La Jolla. Currently, LJ Crafted Wines is pleased to offer ten barrel-direct wines while supplies last, including the recently arrived 2015 Patient Terrier Vineyard Russian River Valley Pinot Noir, which is the Growler Club selection for December.

For more information about LJ Crafted Wines, or the event with Ms. Doran, please call 858.337.1326 or visit www.ljcraftedwines.com

About LJ Crafted Wines

LJ Crafted Wines is a family owned and operated urban winery tasting room located in the

beautiful coastal town of Bird Rock in La Jolla, California. Owners Lowell and Anne Jooste crafted the concepts for their business from their experience of managing family-owned Klein Constantia, and Anwilka vineyards, which they shared with two eminent French winemakers. Lowell is fourth generation in a family dedicated to the wine business and developed deep roots in the international wine scene during his 20+ year career in South Africa. LJ Crafted Wines has created a one-of-a-kind experience in wine. Limited release wines are made in Yountville, Napa from grapes bought from premiere vineyards in Napa & Sonoma, transported in their original barrels to the tasting room and served to customers directly via Lowell's innovative patent-pending apparatus. Aptly named the "Wine Steward," it allows wine to be served from the barrel in which it is aging, while maintaining the integrity of the remaining wine. This novel system combines perfectly with the use of the refillable, eco-friendly growler, allowing customers to select re-fills from a dozen barrels of wine across a wide taste spectrum. The custom-designed tasting room is located two blocks from the ocean, has indoor and outdoor seating, and offers small seasonal gourmet plates and cheese boards. Well-informed wine associates lead guests through the regularly changing wine list. Club memberships are available. For more information, please visit <http://www.ljcraftedwines.com>

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