



SILVER TRIDENT WINERY | TASTING HOME

Press Release

Silver Trident Winery furnished with Ralph Lauren Home opens in Yountville

Yountville, CA, March 2015 – Silver Trident Winery opens its Tasting Home at 6495 Washington Street in Yountville.

Elevating the traditional tasting room to a new level of luxury, the Tasting Home boasts an elegant, residential-style interior designed by Trevor R. Howells, exclusively furnished with Ralph Lauren Home. The intimate setting welcomes guests to enjoy a selection of exquisite Silver Trident wines as they browse through the Home. The well-appointed living room, dining room and library showcase Ralph Lauren Home furniture and lighting, fine area rugs and decorative accessories. From stately chandeliers to hand-knotted Persian rugs, silver trays to crystal wine goblets, as well as the wines – all is available for purchase.

Complementing the Ralph Lauren Home collection is a thoughtfully curated assortment of antiques, books and artwork sourced from around the world. There is also an intimate and inviting upstairs loft room available for private events by appointment, with capacity for 20 guests.

“We are offering the wine country visitor something that’s truly never been done before,” explains founder Bob Binder. “By combining the allure of Ralph Lauren Home and our own line of hand-crafted small production wines, we feel we have created an unprecedented new experience,” he adds. “We have curated a remarkable residential setting where our guests can enjoy our wines while enjoying the magic of a Ralph Lauren Home setting and everything is available to take home,” he adds.

The Silver Trident Winery Tasting Home welcomes walk-in guests. The Tasting Home is open from 11:00 a.m. to 7:00 p.m. seven days a week and for special events by appointment (707) 945-0311 or TastingRoom@SilverTridentWinery.com. Tastings are \$40. Reservations are required only for groups of 6 or more. Each tasting will include a minimum of four wines.

Silver Trident Winery is a Napa Valley boutique winery producing approximately 4,000 cases per year. Current releases include 2017 Apollo’s Folly (Sonoma Coast Rosé, \$32), 2017 Symphony No. 9 (Napa Valley Sauvignon Blanc, \$32), 2016 Playing With Fire (Napa Valley Red Wine Blend, \$48), 2016 Benevolent Dictator (Sonoma Coast Pinot Noir, \$60), 2015 Twenty Seven Fathoms (Napa Valley Cabernet Sauvignon, \$90) and 2015 Friends & Family (Napa Valley Cabernet Sauvignon, \$150). The winery’s name is a tribute to the owners’ long-standing affiliation with cruise ships. The Tasting Home offers The Flagship Club, which guarantees its members a number of attractive benefits.

The Tasting Home is located in a charming Mediterranean-style building a few blocks from The French Laundry and Yountville’s other culinary destinations. The winemaker is Kari Auringer of Napa. General Manager is Shane Soldinger.

Bob Binder is the founder of Silver Trident Winery and also the co-founder of Oceania Cruises, a luxury cruise line which has partnered on projects with *The Wine Spectator*, Lalique, and *Bon Appétit Magazine*. The Culinary Director for Oceania Cruises is Jacques Pépin; the line is regarded as serving the finest cuisine at sea. The winery’s co-founder is Swiss-born Walter Jost, an accomplished advertising and media executive.

For more information: www.SilverTridentWinery.com.

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Downloadable high-resolution photos and graphics at
<http://www.silvertridentwinery.com/Marketing-Tools>

Tasting Home reservations: (707) 945-0311
TastingRoom@SilverTridentWinery.com