



AUBERGE DU SOLEIL
napa valley

AUBERGE DU SOLEIL INTRODUCES EXCLUSIVE CLUB VIN DU SOLEIL
*Members Enjoy Fine Wines at Home Personally Selected by the Auberge Wine Director
and Special Benefits at Auberge du Soleil Hotel and Restaurant*

RUTHERFORD, Calif. (June 15, 2011) – Auberge du Soleil, the iconic Michelin-starred restaurant and premier luxury resort, is pleased to announce the debut of its exclusive Club Vin du Soleil delivering exceptional, rare and often limited-production wines to members in their homes. Auberge Wine Director Kris Margerum selects vintages from the Napa Valley’s most comprehensive wine list which include new and long-standing favorites. Through Club Vin du Soleil, members also receive exclusive benefits at the famed Auberge du Soleil hotel and restaurant.

Margerum plans to utilize his famed Napa Valley base for many of his selections. In his 17 years in the wine program at Auberge du Soleil Kris has developed close relationships with Napa’s most prestigious wineries and winemakers and through these connections is able to provide members with many special vintages not usually available to consumers.

“I’m looking for wines that are unique and exciting that are sure to surprise and delight the senses,” said Auberge du Soleil Wine Director Kris Margerum. “I welcome Club Vin du Soleil members to join me on this exciting journey exploring fine wines while retaining a touch of Auberge du Soleil by discovering new vintages and enjoying old favorites all from the comfort of home.”

Club Vin du Soleil is available to members in three distinct categories including Cru, premiere Cru and Grand Cru. Membership prices range from \$325 to \$1,200 and depending on the category selected, members will receive 4-6 bottles per quarterly shipment beginning September 2011.

Grand Cru: \$1,200 Quarterly

- 4-6 bottles quarterly
- 10% off Auberge du Soleil hotel room
- 20% off Auberge du Soleil Restaurant and Bistro & Bar, sparkling wine greeting (*excludes discount on alcohol, discount extended to member plus one guest*)
- 20% off Auberge Spa treatment
- Preferred Restaurant seating

- Invitation to special Club Vin du Soleil events and hotel wine tastings
- Quarterly mailing of Auberge Resorts magazine

Premiere Cru: \$600 Quarterly

- 4-6 bottles quarterly
- 10% off Auberge du Soleil Restaurant and Bistro & Bar, sparkling wine greeting (*excludes discount on alcohol, discount extended to member plus one guest*)
- 10% off Auberge Spa treatment
- Preferred Restaurant seating
- Invitation to special Club Vin du Soleil events and hotel wine tastings
- Quarterly mailing of Auberge Resorts magazine

Cru: \$325 Quarterly

- 4-6 bottles quarterly
- Preferred Restaurant seating
- Invitation to special Club Vin du Soleil events and hotel wine tastings
- Quarterly mailing of Auberge Resorts magazine

For more information or to sign up for Club Vin du Soleil, visit www.aubergedusoleil.com.

Auberge du Soleil's iconic Michelin-starred restaurant celebrates 30 years in 2011 as the very first fine dining venue in the Napa Valley. Auberge's impeccable service, famed panoramic views and exceptional culinary experience continues to set the standard for luxury living in the beautiful Napa Valley.

About Auberge Resorts

Auberge Resorts is a collection of exceptional hotels, resorts and private clubs, each with a unique personality that assures a memorable guest experience. Among the distinctive properties are Auberge du Soleil, Napa Valley; Esperanza, Cabo San Lucas; Calistoga Ranch, Napa Valley; The Inn at Palmetto Bluff, South Carolina; Encantado, Santa Fe; Rancho Valencia Resort and Spa, Rancho Santa Fe, Calif, with several others currently in development. While Auberge Resorts nurtures the individuality of each establishment, all are characterized by a set of communal elements: intimate, understated elegance; captivating locations that inspire exceptional cuisine and spa experiences; and gracious yet unobtrusive service. For more information about Auberge Resorts, please visit www.aubergeresorts.com.

Auberge du Soleil is also a member of **Relais & Châteaux**, the prestigious global hospitality association of intimate, elegant and independently owned hotels and acclaimed restaurants.

Founded in 1954 in France, the association is comprised of 480 luxurious establishments in 56 countries.

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