

THE DEBATE

FOR IMMEDIATE RELEASE

The Debate Launches New Tasting Room at Spring House in St. Helena

ST. HELENA, CA, June 27, 2022—The Debate, a Napa Valley winery producing single-vineyard wines from noted sites with the goal of bringing people together to stimulate lively conversation, announced today the opening of its first tasting room, located in the historic Spring House at 1244 Spring Street in downtown St. Helena.

The Debate's tasting experiences at Spring House will highlight and debate the influence of terroir in Napa Valley. Since 2010, each vintage of The Debate has featured three different vineyards with three distinct expressions of Napa Valley Cabernet Sauvignon, and in 2016 added Cabernet Franc to its deliberately thought-provoking line-up.

"We live in an age where less and less time is spent at the dinner table discussing different points of view," said winemaker Jean Hoefliger. "When my friend and co-founder Rob McKay and I set out on this project, we wanted to do more than just inspire terroir comparison, we wanted to bring people together to have healthy, thoughtful discourse, and of course, a lot of laughs. Our new tasting space embodies this aspiration. Guests feel like they're stepping into our home for a visit with friends and they leave feeling invigorated—not just about wine, but having revisited hot topics from past vintages and expressed their opinions freely."

All of the tasting experiences are customized, privately hosted and by advance appointment only. Prices range from \$95 for a 90-minute guided tasting of one of The Debate's current release trios to \$250 for a curated library tasting of The Debate personally hosted by Hoefliger.

For more information and reservations please contact info@thedebeatwine.com.

About The Debate:

The Debate was founded in 2010 by two longtime friends—world renowned winemaker Jean Hoefliger and entrepreneur and philanthropist Rob McKay Jr. Each wine is 100% true to its varietal and vineyard, sold in three-packs to highlight the contrast in terroir in the Napa Valley, and wrapped in topics that made headlines from that vintage. Fruit is sourced from the highest quality vineyards in Napa, including Beckstoffer To Kalon, Denali, Stagecoach, Sleeping Lady, Sacrache, Newton Vineyard and more. Ultimately, The Debate's mission is to bring people together to share a thought-provoking glass of wine and a great discussion because wines, like people, are a reflection of their origin and evolution. For more information or to book a tasting, visit www.thedebeatwine.com.

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Note to editors: For images and copies of this release in Word and PDF form please go to <https://app.box.com/s/dy1beatkpd1xujsb6o9lpp2j0nw6ija4>. Photo credit: Courtesy of The Debate.

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