



HOPE FAMILY WINES
SINCE 1978

Austin Hope named
Winemaker of the Year
2009 California Mid-State Fair,
San Luis Obispo County Wine Industry Awards



PASO ROBLES, CA (July 16, 2009) –Austin Hope was named Winemaker of the Year at the San Luis Obispo Wine Industry Awards last Thursday at the Paso Robles Event Center, leading up to the California Mid-State Fair. The award was presented by the Paso Robles Wine Country Alliance in partnership with the Independent Grape Growers of Paso Robles, the San Luis Obispo Vintners Association and past award recipients.

Hope oversees winemaking for the entire Hope Family Wines portfolio – Treana, Liberty School, Westside, Austin Hope and Candor wines. Austin Hope is a third-generation California farmer and a first-generation winemaker. He began working in his family's Paso Robles vineyards at the age of eight. Pioneers in the region, the Hope family planted vineyards in Paso Robles in 1978.

"That fact that other winemakers decide who gets this award makes it so special. It's very humbling to receive this award" said Hope, who also thanked the work of the winemaking staff.

Winners were nominated and voted on by their peers for their leadership in California's third largest wine region, San Luis Obispo County. Past winners include Ken Volk, Chuck Ortman and Stephan Asseo.

Immersed in the world of farming and winemaking throughout his childhood, Austin expanded his knowledge by attending California Polytechnic, earning a degree in fruit science. He gained hands on experience from traveling abroad and working for Chuck Wagner of Caymus Vineyards. These experiences prepared him to take over as president of Treana and head winemaker in 1998.

Since then, Austin has continued to expand on the vision of his family and build it into the prolific and well respected winery that it is today. Most recently, Austin renamed the company Hope Family Wines to clearly establish the relationship between all five of the company's brands, Treana, Liberty School, Austin Hope, Candor and Westside. He has also continued to pursue his passion to experiment with old and new world winemaking philosophies by using techniques that enhance fruit and structure while maintaining quality and varietal correctness. A newly built tasting room opened in early 2009 on the vineyard in Paso Robles to showcase the Austin Hope and Treana brands.