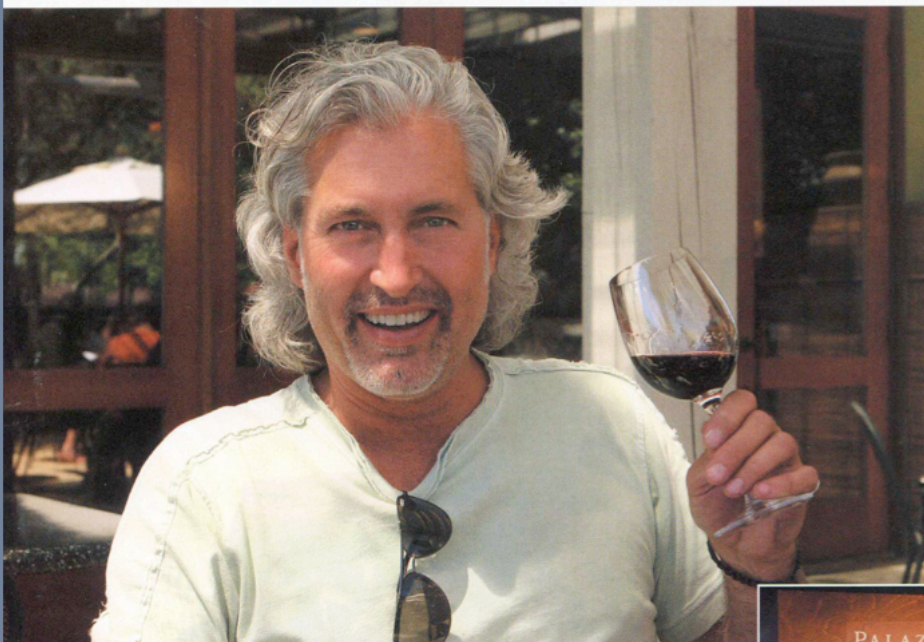


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AVENTURA

AVENTURIST | simple pleasures

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Simply Red

It's not the music group, but rather Scott Palazzo's Napa Valley Red that those two words refer to now that he has reinvented himself from video producer to vintner.



Scott Palazzo's four vintage journey from wine amateur to wine auteur is reaching cult status as the Palazzo Napa Valley Red is hailed by Roots Cellar as "The next Harlan." The Aventura resident, whose previous career was as a music video producer and director of Grammy-winning music videos (remember Oingo Boingo?), has an apparent natural talent for winemaking, if the reviews are any indication. Robert Parker's annual score on the wine rose to 94 Points with the upcoming release of the 2006 vintage. After the personal request of star restaurateur Thomas Keller for an exclusive Palazzo 2005 Cabernet Franc to place in the French Laundry and Per Se last year, the "First vintage" available for the marketplace was offered to the public last November, with the Palazzo 2006 Cabernet Franc scoring 93 Points.

In The Wine Advocate's December 31, 2008, issue, Parker wrote: "Palazzo's deep ruby/purple-tinged, full-bodied 2006 Proprietary Red Wine reveals a sumptuous perfume of white chocolate, fruitcake, black cherries, black currants, and subtle toasty oak. Displaying a luscious texture, a broad, savory mid-palate, and gorgeous length, it should drink nicely for 10-15+ years."

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"Inspired by time spent in my younger years in the Right Bank Region of Bordeaux, we make Old World food style wines with New World grapes," Palazzo explains. His transition from wine amateur to wine auteur has been assisted by veteran winemaker Peter Franus, who has built a reputation over the past 25 years as a top Napa Valley winemaker and who recently released two new vintages of his own, the 2006 Brandlin Vineyard Zinfandel and the 2006 Peter Franus Napa Valley Merlot. Franus has served as a consultant to Palazzo during the latter's entrée into the winemaking world.

Founded in 2003, Palazzo Wine produces Palazzo Napa Valley Red Wine, an elegant St. Emilion/Pomerol-styled Bordeaux blend, and Palazzo Cabernet Franc, originally requested by famed restaurateur Thomas Keller as an exclusive for his famous restaurants the French Laundry and Per Se. These days, Palazzo Wines are served in the nation's top restaurants, including those of Gary Danko, Michael Mina, Thomas Keller and Pierro Selvaggio, and at Daniel, Gramercy Tavern, Charlie Palmer Steak, Mastro's and Emeril's. To learn more or to purchase Palazzo Napa Valley Red Wine online, visit www.palazzo.com.