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**Paso Robles' French Camp Vineyard Appoints New
Grower Relations Executive**

Paso Robles, CA – The Miller family of Santa Barbara, who own Bien Nacido Vineyard, Solomon Hills Vineyard, French Camp Vineyard, the Central Coast Wine Services and Paso Robles Wine Services, have named Lalia M. Hirsch Korn their new Assistant Manager of Sales for French Camp Vineyards.

Hirsch Korn, a Fresno State graduate in Agricultural Business, who was most recently a member of the Grower Relations team for Foster Wine Estates Americas, views her new role at French Camp extending beyond mere grape sales, "I see my role as being in customer service, as a liaison. Besides grape sales, during harvest I will be providing customers with the information and help they need. This will free up Hank [Hank Ashby, the popular Director of Vineyard Operations) to concentrate his efforts entirely on vineyard operations. I'm also looking forward to collecting samples from various vineyard blocks that I'll recommend to be made into wines that we can utilize as marketing tools to showcase this amazing vineyard."

Hirsch Korn initially met the Miller family nearly 20 years ago, during her stint as Grower Relations Coordinator for Glen Ellen Winery, "My first job in the wine industry 20 years ago involved getting grapes from the Miller family. They are dedicated to agriculture and are in it for the long term. Working for a family-owned company that has been in agriculture as long as they have gives me the feeling of being part of a solid foundation. They provide me with the support I need to do a good job."

French Camp Vineyard is an expansive, yet mindfully farmed vineyard located just north of the Temblor Mountains at the Southeast corner of the Paso Robles appellation. Because French Camp Vineyards lays in the rain shadow of Black Mountain, the entire parcel only sees about 11 inches of rainfall per year. This results in fully-ripened fruit that has eluded the clutches of rot or mold. Winemakers throughout the Golden State source fruit from French Camp Vineyards, where the meso- and micro climates prevalent, in tandem with the soil and marine materials found there, produce wines of great concentration and charm. Varietals such as Syrah, Tempranillo, Sauvignon Blanc, Grenache, Roussanne and Zinfandel, in particular, have found acclaim in this rugged and remote vineyard.