



News Release

New Westside Luxe Package Offers Extravagant Day in Russian River Valley
*Iconic Gary Farrell, Flowers and Rochioli Wineries partner with
the internationally acclaimed Farmhouse Inn to create a luxury visitor package*



Rochioli Vineyard & Westside Road

Healdsburg, Calif. (July 31, 2019) – Visitors to [Sonoma County](#) wine country can now take their ultimate wine tasting experience even further as three of the [Russian River Valley's](#) top wineries join with one of the country's most prestigious inns to offer a day and night of refined comfort and sensory exploration. [Gary Farrell Winery](#), [Flowers Vineyard](#) and [Rochioli Winery](#) have partnered with Russian River Valley's Farmhouse Inn to offer Westside Deluxe, a series of private experiences at the wineries enhanced by a luxurious meal and stay at the inn.

The Westside Luxe day begins at Gary Farrell Winery on Westside Road, where visitors embark on an immersive, personalized, guided tour that explores all facets of winemaking and illuminates Gary Farrell's approach to the most sought-after wines in the region. Following the tour, guests

join an estate sommelier for a semi-private, tutored wine tasting of five single vineyard Chardonnays and Pinot Noirs, each paired with an artisan cheese. The tasting takes place in Gary Farrell's new, completely renovated Salon.

Next—just down the road—is Flowers Vineyard & Winery, which is renowned for its Pinot Noirs and Chardonnays and has just opened the House of Flowers, its new tasting room and gardens on Westside Road. Guests are treated to a special tasting of five of the winery's Chardonnays and Pinot Noirs, which are paired with a series of gourmet bites. During the tasting, the winemaker or executive chef will visit the table to talk about their creative process.

The third and final tasting takes place at J. Rochioli Vineyard & Winery on Westside Road, one of California's most prestigious vineyards and wineries. A member of the Rochioli family gives Westside Deluxe guests a private tour of the estate followed by a special tasting of three to four exclusive wines. The estate-grown wines are brought to life during the visit by stories of the family's long history and its prized vineyards.

The day is completed with a night at the [Farmhouse Inn](#), Restaurant and Spa, ranked amongst the most highly rated hotels in the world. Guests can take advantage of the inn's renowned Spa, heated outdoor pool, fire pits, and deluxe suites. The night is punctuated with a four-course dinner at the Farmhouse Inn's Michelin-star [restaurant](#), each dish paired with a wine from one of the visited estates and served by the personable yet professional staff.

The cost of the Westside Deluxe starts at \$1,390 (double occupancy). Guests must book their experience a minimum of 72 hours in advance. This package can be booked by calling Farmhouse Inn directly at 707-887-3300; general inquiries reservations@farmhouseinn.com

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About Farmhouse Inn, Restaurant and Spa

Situated on a serene ten-acre wooded property in Sonoma County's world-famous Russian River Valley region, Farmhouse Inn combines the hospitality of a family-owned country inn and the amenities of a Four-Diamond luxury boutique hotel to create a casually elegant wine country escape. A charming and romantic property in the emerging and popular destination of the Russian River Valley, Farmhouse Inn celebrates the spirit of wine country by providing guests with an insider's experience of Sonoma County. The Inn boasts a Michelin- starred restaurant, a full-service farm-to-table spa managed by Francis & Alexander, and picturesque gardens throughout the property. All of Farmhouse Inn's 25 rooms—including seventeen Barn rooms and suites, eight cottage rooms and suites and two upstairs guest rooms in the original farmhouse—offer relaxing, scenic views with an unparalleled luxury experience.

Awarded in 2019 #3 Hotel in North America, Conde Nast Traveler, #3 Best Hotel in California, Travel & Leisure and Michelin One Star restaurant 13 years running.

www.farmhouseinn.com is our website, but [this](#) is a great way to get to know us better...

And [here](#) to learn all about what this gorgeous region has to offer...



About Gary Farrell Vineyards and Winery

"Rooted in the Russian River Valley"

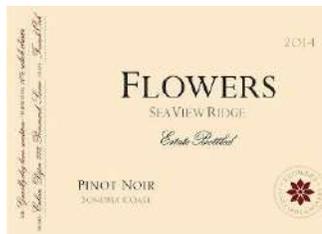
In 1982, before the Russian River AVA even existed, Gary Farrell crafted his very first Pinot Noir from a handshake deal with the growers and owners of Rochioli Vineyard. Throughout their illustrious history in the Russian River Valley, they've sought to tell the story of each vineyard and vintage through the lens of their winemaking point of view. Theresa Heredia leads their winemaking team as a specialist in small-lot, single vineyard Pinot Noir and Chardonnay. She possesses a keen appreciation for the Gary Farrell approach to winemaking – emphasizing elegance and balance in her craft. Theresa continues this style, pioneered by Gary himself, bringing along with is an adventurous spirit of innovation and a unique sense of camaraderie with the land.



About Rochioli Vineyards and Winery

“There are very few plots of land in California that might be worthy of Grand Cru status”

The name Rochioli has been associated with the Russian River area for over 80 years. Joe Rochioli Jr. had the foresight to know that the soil of this unique spot in the Russian River Valley was very special and would one day produce some of the world's greatest wines. Now with four generations of dedication to the land, Rochioli Vineyards and Winery has earned the reputation as one of Sonoma County's finest wineries. Our family crafts renowned, terroir-driven wines built on a foundation of superb fruit. We are fortunate that our wines are always in demand, always revered and always rated among the best varietals to be sought anywhere in the world. This commitment to quality is unwavering and is our promise to everyone who uncorks a bottle of our wine.



About Flowers Vineyard and Winery

“Wines with a sense of place. People with a sense of purpose.”

They've been called wilderness winemakers, purists in their craft, and downright crazy for planting such temperamental grapes in a harsh environment. For nearly 30 years they've been growing Pinot Noir and Chardonnay on the rugged Sonoma Coast. It's a challenge, but they think great things rarely come easy. Through all that time their goal has stayed the same — make exceptional wines with balance, elegance, and respect for the land. They believe nature knows best and that the less we interfere, the more the authentic voice of the land is allowed to emerge. They look at ourselves as facilitators, not manipulators. So they step back and let Mother Nature do what she does best — a mix of biodynamic and organic farming in the vineyard for healthy soil; and minimal intervention in the cellar to showcase the purity of the fruit and the beauty of the land.