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Adelsheim Vineyard 2014 Heat Treated Pinot Noir Given Innovation Recognition

AgroThermal Systems Technology Produces Third Year of Preferred Wine

Dateline: March 4, 2015: Napa, CA: Today Adelsheim Vineyard poured several demonstration wines for various wine quality techniques it has advanced at its Newberg Oregon winery. These wines were among 20 selected by Wine Business Monthly to feature at its inaugural Innovation+Quality Show held at Charles Krug Winery in Napa. Winemaker David Paige and Head Viticulturist Chad Vargas have been experimenting and expanding their use of the Agrothermal Systems patented thermal heat technology since 2012.

According to Dave Paige, “The 2014 heat-treated Pinot Noir we are pouring at the IQ show expresses the same characteristic differences versus the control wine that we have consistently seen since 2012. The heat-treated wine is more youthful, the tannins are richer and more vibrant, and the wine has a fresher fruit flavor yet still true to the terroir that makes our wines unique. These characteristics are the ones we value in Oregon Pinot Noir and focus to create at Adelsheim Vineyard”.

Marty Fischer, CEO at Agrothermal Systems, expressed his gratitude to Adelsheim for pioneering this revolutionary treatment in Oregon. “Both Chad Vargas and Dave Paige have helped us enormously, not only to produce wines that we know the technology is capable of creating, but they have helped us understand how to evaluate the differences the technique creates. We are delighted that they submitted the 2014 trial and congratulate their willingness to take the risks associated with this kind of innovation.”

AgroThermal Systems also exhibited at the IQ show in Napa along with some 80 plus exhibitors and poured Adelsheim 2012 and 2013 Pinot Noir Heat treated and control wines. According to Fischer “It’s hard to argue about whether a technology works when you have three consecutive years of consistent results to taste. We are here to prove our



technique to other wineries that seek to improve their wine quality and to realize the other benefits of this sustainable technology.”

In addition to the wine quality improvement, Adelsheim has also realized greater fruit set and yields using the Agrothermal technology. According to Chad Vargas, “We have seen fruit set increases of up to 30% more berries per bunch and though we aggressively drop fruit and thin, we have averaged about an 8% yield advantage. In addition, when it rained at harvest in 2013 we were able to dry off the trial block using the Agrothermal machine and gained about 2 Brix in the process. We are very excited about this technology and each season we learn something new and valuable about the benefits of heat treatment.”

AgroThermal Systems (www.agrothermalsystems.com) is based in Walnut Creek California and is a dba of Lazo TPC Global, Inc. a California Corporation. AgroThermal has pioneered the use of in-field heat treatment as a means to increase yields, reduce pesticide needs and improve crop qualities. The company holds patents on Thermal Pest Control and has patents pending on Thermal Plant Treatment for agricultural crops.

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