



MICHEL-SCHLUMBERGER

Press Release:

Title : **Michel-Schlumberger Announces a Unique Partnership with Hardy Wallace.**

Release: Immediately

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For Immediate Release

Michel-Schlumberger Wine Estate is excited to announce a unique, creative partnership with Hardy Wallace, noted Social Media expert and author of the popular blog, Dirty South Wine. In his role with Michel-Schlumberger he will live at the winery and produce and consult on marketing content through various social and traditional media channels. Content will be created and posted on Michel-Schlumberger's website, www.michelschlumberger.com, their popular blog, The Benchland Blog (www.benchlandblog.com), the 2009 Wine Blog of the Year Award Winner from The American Wine Blog Awards, as well as other social media channels such as Facebook (www.facebook.com/michelschlumberger) and Twitter (@m_schlumberger).

Founded in 1979, Michel-Schlumberger Benchland Wine Estate is an all organic wine estate in the western hills of Sonoma County's Dry Creek Valley. Michel-Schlumberger is well known for their Cabernet Sauvignon, Chardonnay, Merlot and Dry Creek Valley's only appellation Pinot Noir among other Bordeaux varietals. Considered by many to be one of Sonoma County's "first-growth" estate wineries, their award winning tours and mission-styled winery have long been draws for wine country visitors. In their role as a certified "Fish Friendly Farm", A Wildlife & Bird Sanctuary, and CCOF recognition with the 2010 crop, Michel-Schlumberger has long been at the forefront of sustainable farming and eco-friendly farming practices.

Michel-Schlumberger Benchland Wine Estate – 4155 Wine Creek Road – Healdsburg, CA 95448

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