

FENDER PARTNERS WITH ARMIDA WINERY; RELEASES WINES THAT ACCENTUATE SPIRIT, TRADITION & QUALITY OF CALIFORNIAN CRAFTSMANSHIP

SCOTTSDALE, Ariz. (November 13, 2013) - **FENDER**, the renowned California-based music lifestyle company, has partnered with **ARMIDA WINERY** of Sonoma County, Calif., to develop wines that accentuate the spirit, tradition and quality that Fender and Armida share. Over the past few years, Fender has extended its iconic brand attributes into products such as automobile audio systems with Fender Premium Audio. Fender wines are another lifestyle brand extension that allows musicians and music lovers to experience the passion and quality of the Fender brand. Like its musical instruments, Fender wines embody the endless pursuit of perfection and classic California craftsmanship. Available in several select, robust and complex blends, Fender wines are sure to evoke, inspire and satisfy.

Subjected to only the most particular of soil and climate conditions, harvested and filtered to discerning specifications, and stored exclusively in 40 percent new French Oak barrels. Fender wines are produced with the same attentiveness and consistency as each of its historic instruments. Grown on hillsides throughout the Sonoma region of California, this 2012 and 2011 vintage produced a collection of ripe, juicy wines that speak to the level of quality, prestige and character for which Fender instruments are known. Like its classic guitars and the sonic formulas from which they are born, each of these distinguished wines prove that some things truly get better with age.

Fender's selection of robust red wines exudes the same opulence and bold character for which Fender guitars are known. Winemakers have opted for the darkest, ripest grapes, which undergo a painstaking fermenting process and whose tannins contribute to the body and flavor of this juicy 2012 vintage. Like Fender's master builders, who craft and shape their instruments with meticulous skill, vintners produce each varietal with impeccable detail for a lasting flavor that resonates on the palate. Fender red wines include: **2012 FENDER**

CABERNET SAUVIGNON SONOMA, 2012 FENDER PINOT NOIR SONOMA COUNTY AND 2011 FENDER DRY CREEK VALLEY ZINFANDEL COUNTY.

Fender white wine varietal touts a character that embodies the enduring reputation, quality and dependability of each of its instruments. These seedless white grapes can persevere in the most stringent of conditions — a true testament to the quality and consistency behind Fender’s legendary guitars. And a pastiche of flavors such as citrus and oak allow this velvety wine to be ably paired or enjoyed during any occasion, making it a true paragon of Fender versatility and functionality. The current Fender white wine offering includes the **2012 FENDER CHARDONNAY SONOMA COUNTY.**

The remarkable tone of a Fender instrument is always best conveyed through the right accessories. Fender wines are no exception to this philosophy. Just as Fender provides the tools musicians need to shape the sound of Stratocaster® or Telecaster® guitars, there is no better way to bring out every note and nuance of Fender wine than with a fine selection of Fender wine accessories. From wine glasses to cheese boards and more, these products create a sensory experience for Fender fans and wine connoisseurs alike.

For more information, go to www.fender.com/fender-wines.

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ABOUT ARMIDA WINERY Since 1994, owners, operators, brothers and partners, Steve and Bruce Cousins have transformed Armida Winery from a quiet producer of good wines into a much livelier place focusing on artisan, single-vineyard wines from the top growers in Sonoma County.

We hand-craft more than 10 different wines and feature some of the best vineyards in California, including Maple Vineyards Zinfandel and Maple Vineyards Tina’s Block (perhaps California’s BEST Zinfandel vineyard), Durell Chardonnay and Pinot Noir, Parmelee-Hill Pinot and Zinfandel, Bacigalupi Pinot Noir, Castelli Knight Pinot Noir, and Dutton Chardonnay. From our seven-acre estate vineyard we produce Il Campo (“Field Blend”), a delicious combination of Zinfandel and Petite Sirah.

While we make seriously great wine the focus at Armida is FUN!, which is one of the reasons we also produce poizin (Zinfandel) “The Wine to Die for,” and ANTIDOTE (Pinot Grigio).

We invite you to the winery to try our wines and our warm, friendly hospitality. If so inclined you might want to bring along lunch or an early dinner to enjoy on the large patio as you take in the hillside views of the Russian River Valley, or perhaps play Bocce Ball on the court between the patio and the pond. For more information, visit www.armida.com.

ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists "wings to fly," carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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