

GNARLY HEAD

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GNARLY HEAD RIPPIN' RIBS CONTEST REVEALS RIB ROYALTY *Final Contestants to Compete for National Title in March 2009*

Napa, CA – Who is the gnarliest of them all? It will remain a mystery until the three Gnarly Head Rippin' Ribs Contest finalists duke it out over an open flame this coming March. The Rippin' Ribs contest kicked off in summer 2008 when contestants from across the nation entered their own renditions of a superior pork rib recipe for the chance to showcase their culinary fortitude at The Grand (Gnarly) Finale in Lake Tahoe, California. Recipes were judged by their overall gnarly factor: taste, creativity, and visual appeal.

The judging panel of food industry pros was led by Phillip Patrick, a judge for the esteemed Memphis in May World Championship BBQ Cooking Contest – considered to be the Granddaddy of all BBQ showdowns. Phillip, a Memphis native, critiques the subtle nuances of barbeque from around the world. "As a Memphis boy, I've eaten BBQ all my life, BBQ sauce literally runs through my veins", said Patrick. "I believe that great BBQ comes in many forms, from traditional family recipes to modern fusion cuisine. The Rippin' Ribs Contest received some truly outstanding entries, but the recipes created by the finalists exemplify rib perfection."

The 2008 Rippin' Ribs Contest finalists are from opposite corners of the nation with one thing in common: taking rib cuisine to a whole new level. And the winners are...

- Elizabeth Bennett of Mill Creek, Washington with *Grilled Baby Backs & Sizzlin' Strawberry BBQ Sauce*
- Lisa Huff of Clive, Iowa with *Raspberry Chipotle Zin Ribs*
- Nikki Norman of Flagler, Florida with *Mystical Tunisian Grilled Pork Ribs*

All paths lead to Lake Tahoe, California for The Grand (Gnarly) Finale on Saturday, March 21, 2009. The three finalists will descend upon Tahoe's raging mountain town of Squaw Valley for a royal rib showdown, where each will compete for a chance to be the national winner. For those in the presence of all things gnarly, life is never all work and no play. Finalists and their guests will spend two days in Napa Valley, and work their way up to Lake Tahoe for a little skiing and a lot of cooking. On March 21st, the Rippin' Ribs winning recipe will be chosen live by a panel of renowned industry experts.

To view full recipes and be among the first to find out who is crowned Rippin' Rib royalty, head to the official Gnarly Head website for updates and party photos: www.gnarlyhead.com.

About Gnarly Head

Gnarly Head was launched in 2005 and takes its name from the free standing "head trained" vines found in older California vineyards that provide grapes for the flagship Gnarly Head Old Vine Zinfandel. These 35 – 80 year old vines have twisted trunks and branches that spread out in all directions sprouting leaves like unruly umbrellas - truly gnarly heads. The Gnarly Head portfolio includes Old Vine Zinfandel, Cabernet Sauvignon, Chardonnay, Merlot and Pinot Grigio as well as the limited production Gnarlier Head Dry Creek Zinfandel.

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