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## **NAPA'S BOUNTY HUNTER BENDS WITH THE TIMES MAILING SPRING CATALOG FOR 15<sup>TH</sup> YEAR**

*Napa, CA., April 2009*—This essentially blue-collar town at the south end of the Napa Valley wine country has 20 tasting rooms today, but the Bounty Hunter was among the first and arguably, the best. Housed in the historic Semorile Building on the Napa River just off Main Street, Bounty Hunter welcomes wine country visitors and locals into eclectic western comfort. It also headquarters their award-winning wine catalog, which features the best-of-the-best alongside “steals and deals,” representing extraordinary values.

That's why this month, when Mark Pope mailed out his Spring catalog for the 15<sup>th</sup> year, he could truthfully say that business isn't down. Many of his customers have dropped the price points of their purchases, but they're still ordering wine shipped to homes and businesses from Idaho to Connecticut. Pope and his team of Wine Scouts taste over 5,000 wines a year in order to select the 400 or more offered to customers in his wine bar, catalog and online ([www.bountyhunterwine.com](http://www.bountyhunterwine.com)).

South of town a massive warehouse accommodates the steady flow of shipments ordered by wine bar visitors, and those who read his catalog or visited the website. Recognizing the company's standards of quality, teamwork and trust, all backed by the value of national exposure in 2 million catalogs annually, winemakers like Italy's Angelo Gaja and Napa/ Sonoma Valley's David Ramey happily present their wines for consideration.

While Pope's focus has always been on highly-rated, limited production wines from California, his catalog includes selections from Europe and the New World. Regardless of price point, Bounty Hunter's Wine Scouts deliver wines to suit their loyal customer's palates. As Pope says, “It takes more than a dance or two to get acquainted.”

Bounty Hunter Rare Wine & Provisions is an internationally recognized purveyor of rare wines. In addition to the catalog and website, the company offers 10 different wine clubs ranging from memberships of \$49.95 monthly to \$599.95 quarterly. Bounty Hunter's Wine Shop, Wine Bar and Smokin' BBQ was recently named “Best Wine Bar in the Bay Area” by SFGate.com.

With winemaker Marco DiGiulio, Bounty Hunter crafts wine under a variety of labels. Pope's pride and joy is a three-label Cabernet Sauvignon series he calls Justice: Blind Justice, Frontier Justice and Poetic Justice, all of which scored in the 92-95-point range by the *Wine Spectator* who also named them among the “Top 20 to Watch.” Bounty Hunter is also responsible for creating Broken Spur, Pursuit, Streamside, Tin Star and Waypoint wines. Two new brands, The Bounty Hunter and Gus Rivers Co., are currently in development.