

WILLIAM HILL TAKES ON THE BORDEAUX FIRST GROWTHS AGAIN

Latest Event

On November 14, 1985, William Hill invited 150 wine lovers to a comparative tasting held at The Mandalay Four Seasons Hotel in **Dallas, Texas**. Except for a few special guests the tasters were chosen by lottery from over one thousand that had requested to participate. The participants were asked to taste and rank by preference First Growth Bordeaux wines along with Gold Label Cabernet Sauvignons by William Hill of the same vintages. The wines were served "blind", meaning that the participants did not know which wine was in which glass until after the voting. The pouring of the wines and the tabulating of the results were supervised by an international accounting firm.

This event was the fourth in a continuing series of tastings. The previous tastings were held in **San Francisco** on November 22, 1983, in **Los Angeles** on January 26, 1984 and in **Washington, D.C.** on March 21, 1985.

The results of the Dallas tasting which had been billed as "The Showdown in Texas" are as follows:

	Group Ranking	Point Totals (Lower is better)	Approximate Retail Shop Price Per Bottle When First Released
<u>1978 VINTAGE:</u>			
WILLIAM HILL	1st	222	\$15
Chateau Latour	2nd	259	\$40
Chateau Mouton Rothschild	3rd	263	\$40
<u>1979 VINTAGE:</u>			
WILLIAM HILL	1st	226	\$15
Chateau Margaux	2nd	245	\$48
Chateau Mouton Rothschild	3rd	273	\$45
<u>1980 VINTAGE:</u>			
WILLIAM HILL	1st	235	\$15
Chateau Margaux	2nd	246	\$40
Chateau Mouton Rothschild	3rd	257	\$42
<u>1981 VINTAGE:</u>			
Chateau Margaux	1st	230	\$55
WILLIAM HILL	2nd	246	\$15
Chateau Mouton Rothschild	3rd	268	\$55

The results demonstrate, at a minimum, that the tasters found the William Hill to be of comparable quality to the First Growths. Equally clear is that the William Hill, at a fraction of the price of the famous French wines, represents far and away the best value. Judge for yourself!

Available at fine wine shops and selected restaurants across the country.

William Hill Winery

February 17, 1986

Mr. Frank Prial
The New York Times
229 W. 43rd Street
New York, New York 10036

Dear Mr. Prial:

It was with more than a little interest that I read your recent article (February 5, 1986) in The New York Times concerning the wines of William Hill Winery.

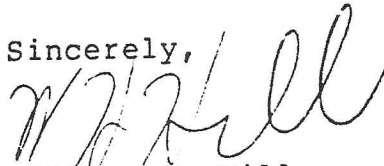
While I am sincerely flattered by some of your remarks in the article, I am puzzled by others.

Since you are a long standing and highly respected student of wine, I would like to gain some insight from your knowledge and experience.

The enclosed observations are a serious attempt on my behalf to increase my understanding of wine and to become a better winemaker. I would be grateful if you would read the comments in my memo in the context of your article, and I would be honored if you choose to share your thoughts with me.

Thank you for your consideration.

Sincerely,



William H. Hill
President & Winemaker

WHH/wm
Enclosure

cc: Several interested parties