

# The Racing Series - Post Launch Press Release! (The Racers Group Email List)

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Adobe Road Winery News

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## Unprecedented success for The Racing Series January 2019 launch during our Florida Road Show!

2018 was an exciting year for our winery with the new winery development project on the downtown waterfront well underway and close to breaking ground. The extensive planning for the National debut of The Racing Series kept us in high gear as we wrapped up our fourth

quarter at a fast and furious pace. It should have been no surprise to our team that the formal launch of The Racing Series during our Florida roadshow last week was met with unprecedented success!

It was “all hands on deck” as our team divided and conquered on 7 major events, spread across 3 cities, in just 8 days! With the incredible history and record for success that The Racers Group and Founder and CEO, Kevin Buckler, have at Daytona, and since much of the inspiration for The Racing Series came from times on the track, particularly here, it just felt right to make our official “launch” centered around the weeks worth of activities in Florida and the same week as the Rolex 24 at Daytona!

Our Winemaker, Garrett Martin, had this to say, “It’s thrilling to see the wines launched and my hope is that with every bottle, folks can feel our passion and drive for excellence.”

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From Kevin:

“We have been building this program for over two years, and having it come together for our official national brand launch was just amazing. I was blown away. The team worked hard to set up this crazy week of events and everything ended up being more than expected. The response from folks across the board was all just super positive. Everybody said basically the same thing... that we’re going to kill it!! I love the fact that Garrett Martin, our Winemaker, and I crafted the wine first and then moved on to the packaging and story. The 4 wines are the real deal, and with SHIFT receiving a 93+ score on the barrel sample from Robert Parker’s Wine Advocate, it just validates everything we’re doing. The four-pack gift box was definitely a standout and the pre-order volume was beyond our expectations.



Personally, I am just so proud of everything that’s happening around Adobe Road Winery right now. Wine sales are up and Ray Radzewicz, our National Sales Manager, is doing an amazing job opening new markets. The wine club is now almost 1200 members strong and continues to be a primary focus for us. The new



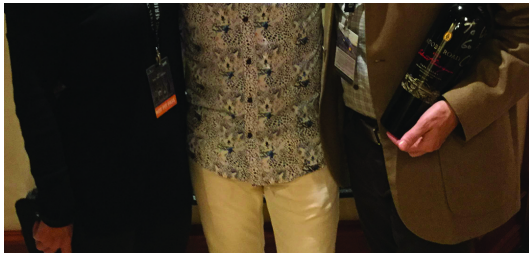
primary focus for us. The new brand launch with The Racing Series came at the perfect time as so many things are swirling and we are about to break

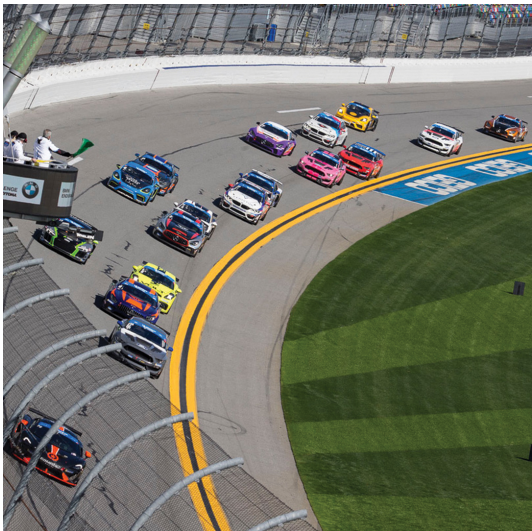
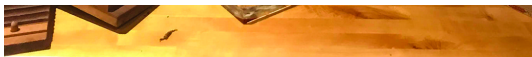
ground on the new facility. I have worked diligently to try to bring together “the team” and this is so similar to the David and Goliath story that we LIVED back when I was driving. We could not have done it without the help and support of our team members, friends, and partners along the way and it was great to have so many of them with us in person for our National debut last week including our CFO (and my wife); Debra Buckler, Olivia Camilleri; Executive Assistant & Hospitality Events Manager, Kristine Youngberg; Brand and Communications Director, Ray Radzewicz; National Sales Manager and Alicia Bush; Hospitality Coordinator and our friends and partners, Derek DeBoer, Steve Robb, and Carlos Yepes and Beverly Yepes. We put excellent people around an excellent product and all worked together better as a team. A perfect example of the Whole being Greater than the sum of its parts!!”

From Debra:

"It seems like yesterday when Kevin made his debut as a professional race car driver for The Racers Group. At that point, the company and our family were just beginning, and we were having fun with friends to make a few barrels of wine. Boy have times changed! Over the next 20 + years, we assembled a great team, remained focused, and kept pushing and driving both companies to be the very best with a “never give up/ what can we do better” attitude. Our family has grown up, our wine and racing family has grown, and we have much to be thankful for. We are so excited to release The Racing Series. The wines truly capture the best of both worlds, combining the wonderful red blends that Kevin and our winemaker, Garrett, have crafted with the history and success of our racing heritage. I could not be more proud of our entire team, partners, friends, and family and we hope that you enjoy with your family and friends. Cheers!"









## **January 21, 2018 - Bull & Bear Masters Wine Pairing Dinner at the Waldorf Astoria Orlando.**

The Waldorf always does an impeccable job with their events. With the combination of Bull and Bear's amazing food by Chef Richard Brown and Adobe Road's incredible wines, this experience was destined to be one for the books. Set on a picturesque background overlooking the golf course, two of our three, brand new/just off the manufacturing line, Porsche GT4 Clubsport MRs were the first sight to greet our guests, followed by a photo opportunity with the cars and drivers against a branded backdrop showcasing The Racing Series. We had a fantastic turnout (Completely sold out with 55 attendees at \$350/person!!) with both familiar faces and new fans. The highlight of the evening though was seeing the major impact the wines from The Racing Series made, and knowing they delivered everything the team, the story, and the packaging promised and more! The evening was just incredible overall.

## **January 22, 2019 - VIP Party at the home of Carlos and Beverly Yepes in St. Petersburg**

We could not have asked for a better group of people (Over 100 guests in attendance including VIPs, influencers, media etc..) to share the launch of our new wine brand, The Racing Series, with. It was great to see so many longtime friends and supporters of Adobe Road Winery and The Racers Group in attendance, and to have one of our amazing drivers, Derek DeBoer with us as well.

A spectacular evening made even more special thanks to our wonderful friends, Carlos and Beverly Yepes who opened up their beautiful home to help us celebrate this momentous occasion in style.

"What an incredible pleasure it was to host one of the Premier, VIP, kick-off events for the National launch of our friend, Kevin's, new wine brand, The Racing Series, at our home in downtown St. Petersburg! We have hosted so many great events together at our home over the years, particularly around the St. Pete Grand Prix, but this one will always be special as we were all there to share in such a momentous occasion. We could not be more proud of what Kevin and his team have accomplished and we are looking forward to our next event together...during the St. Pete Grand Prix of course!" - Carlos Yepes, President at Belleair Development

## **January 24, 2019 - Festivals of Speed, Wheels, Watches & Whiskey event at the Porsche Orlando South dealership.**

Such a great time at Festivals of Speed - Wheels Watches and Whiskey event at the brand new, state-of-the-art, 230,000 square-foot, multi-story, Porsche South Orlando, luxury dealership. It was a wonderful evening with fast cars, fine wines, fabulous cuisine and beautiful displays from a variety of luxury brands including BRM Chronographes Americas. Great company also as we were joined by one of our awesome drivers/partner and friend, Derek DeBoer

Very proud that, in such stellar company, our 2015 Adobe Road Winery Beckstoffer GIII Vineyard Napa Cabernet Sauvignon received the award for "Best of Show Wine."

We love supporting a good cause and "Kids Beating Cancer" is definitely that!

## **January 25, 2019 - Press Announcement and Interview with Kevin Buckler (by Gregg Elkin) at the Media briefing prior to the IMSA Michelin Pilot Challenge 4 Hour Endurance Race at Daytona International Speedway.**

"We could not be more honored than to have been able to share the launch of our new wine brand, The Racing Series, with such an illustrious group! I am so appreciative of our friend and IMSA CEO, Ed Bennett, for inviting us as guests for the press conference. To share this exciting news, during our National Launch leading up to race weekend at Daytona where we have such a strong history and heritage was absolutely perfect!" - Kevin Buckler

## **January 25, 2019 - IMSA Michelin Pilot Challenge 4 Hour Endurance Race at Daytona International Speedway**

"We ran strong all week with both cars and got to the race ready to go. Everything was properly prepared and we had a super strong crew. Our driver, Spencer Pumpelly, was running solidly with the lead group when he got into a little tiff with another driver in turn one and we were done... just like that. It was exciting to be carrying our new brand, The Racing Series, plastered across the hood of our brand-new, Porsche Cayman GT4 racecar. We were only minutes from the end of the race with a solid chance to win but we have to pick ourselves up and get ready for our next big one in St. Petersburg." - Kevin Buckler

"What a way to kick off our 2019 season! A combination of getting our TRG cars out on track, a long list of epic events with many of our close friends, sponsors and partners, and the launch of this great new series of wines. I love being a part of this team and can't wait to share the rest of our 2019 racing plans!" - Derek DeBoer, TRG Driver, Partner, and Friend

## January 25, 2019 - LaSalle Solutions and The Racers Group VIP Dinner at the Halifax River Yacht Club

Guests were treated to an evening of exquisite cuisine, and old-world atmosphere, in the private dining room of The Halifax River Yacht Club, the oldest operating yacht club on the eastern seaboard! This beautiful location, on the picturesque Daytona Inner Harbor, was the perfect backdrop to for our friends and partners to sit back, relax, and enjoy an epic evening of behind-the-scenes racing insight into the team's 27th season kick-off at Daytona and stories of some of the highlight moments on the track that inspired The Racing Series!

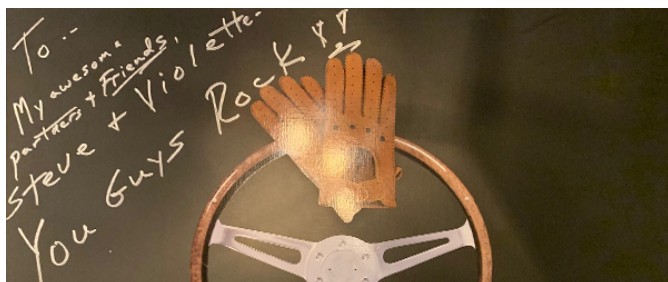
## January 26 & 27, 2019 - LaSalle Solutions and The Racers Group host VIP guests for two days of incredible hospitality, and behind-the-scenes excitement, for the Rolex 24 at Daytona!

“After an amazing 22 straight years of running the Rolex 24 Hours of Daytona with 4 wins, 13 podiums, and many other accomplishments, we skipped a year in 2018 to focus on two major projects; the launch of our new wine brand, The Racing Series, and our new Adobe Road Winery development project on the historic riverfront in Downtown Petaluma, CA! Now that we are “on track” and ready to start digging with a formal groundbreaking early this summer, it feels great to have been back at Daytona doing what we love and sharing it with everyone who has supported us along the way!

Memorable experiences happen at Daytona, and not always on the Race Track. One of our drivers and close friends, Derek Deboer, and I had such fun taking a group of VIP guests and media for a behind-the-scenes, golf cart tour (ok, maybe it was more of a race) of the track just before dusk. We were like little kids again racing around the track, tailgating each other and laughing and sharing stories with everyone.

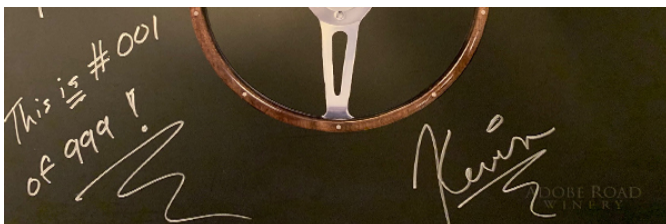
Several of the guests requested a T-shirt that says, ‘I survived a golf cart ride with Kevin!!’ Seeing it through the eyes of our guests, many of whom had never experienced Daytona before, and certainly not like this, made it all new again and what a magical time it was!”

- Kevin Buckler



## Our 1st 4-Pack Gift Box Ever Sold!!!

“The entire LaSalle team was excited to be part of the National Launch of The Racing Series. To have our



... guests experience both the race and these fantastic wines for the first time, before they were available to the public, was wonderful. Being part of

this evolution with Kevin Being part of this evolution with Kevin, Adobe Road Winery and The Racers Group, and then seeing the result is just incredible, and then seeing the result is just incredible. I am so happy for our longtime friend and partner. I look forward to the exciting events to come during our 2019 Pirelli World Challenge Season.”

- Steven Robb, president of the Solutions Group at LaSalle Solutions.

“I am so appreciative of the great friend and partner we have in Steve Robb and I love getting to share these moments with him and his team. We have tackled so many challenges and accomplished so much together already, and this is just the beginning!” - Kevin Buckler, Founder and CEO

## REDLINE

REDLINE is a rich and complex blend of Cabernet Sauvignon, Zinfandel, Syrah, Petite Sirah, and Malbec with a silkscreened vintage tachometer on the bottle representing Kevin’s very first victory. Having already received 90 points from both Wine Spectator and Robert Parker’s Wine Advocate, the 2016 REDLINE is an incredible value at \$35.

## SHIFT

SHIFT is a daring combination of Zinfandel, Barbera, Grenache, Petite Sirah, and Carignane. The bottle sports a cutting-edge, metal label that resembles a vintage, gated shifter and the cork is topped with a five-speed shift knob. SHIFT retails for \$56 and is already garnering impressive accolades with a 93+ on the barrel sample from Robert Parker’s Wine Advocate.

## THE 24

THE 24 is a Rhone-style blend of Grenache, Mourvedre, and Syrah, with Malbec for added spice and character. The beautiful metal chronograph label

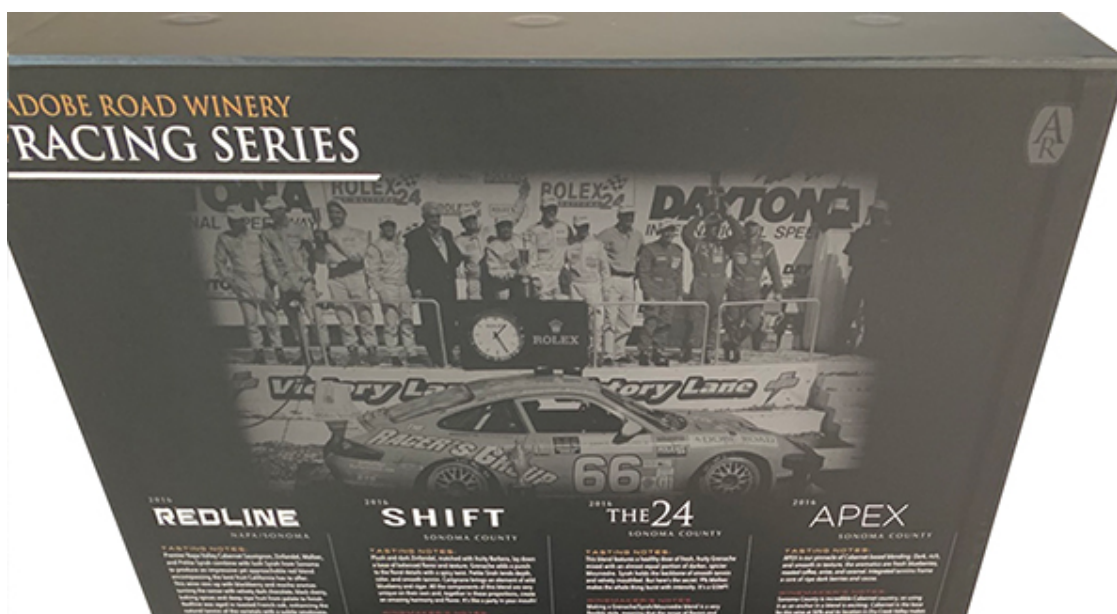
on the front pays homage to the Rolex timepiece which counts down the thrilling, 24-hour races at Daytona and Le Mans. THE 24 retails for \$66 and received a 91+ from Robert Parker's Wine Advocate. Fun Fact: 66 is also the TRG car number behind all of Kevin's racing victories.

## APEX

And finally, APEX is an ultra-premium blend of Cabernet Sauvignon, Syrah, Merlot and Petite Sirah with a stunning metal Apex curbing on the bottle. To a race car driver, the apex is the point at which you are at the optimal line of the corner and winning depends on hitting the perfect apex. Kevin and Garrett have definitely achieved perfection with APEX, the best expression of a high-end Sonoma Cabernet Sauvignon, rounded out with supporting varietals for flavor and body. Aged in 100% French oak, APEX retails for \$76.

All of the Racing Series wines are available in a custom branded 12 pack case or the stunning 4 pack gift box with one of each...

[Click Here to Pre-Order Now!](#)







ADOBE ROAD WINERY

# RACING SERIES

A CLASS OF ITS OWN

ROLLING OUT 2019

## **Exciting events to come as we gear up for Circuit of the Americas and the St. Pete Grand Prix in March:**

**Wednesday, February 20th -**

**Wine Dinner at the Fountainbleau, Miami FL**

**Friday, February 22nd -**

**South Beach Wine & Food Festival, Miami FL**

**Sunday, February 24th -**

**Wine Dinner at the Scottsdale Highlands, Scottsdale AZ**

**Sunday, February 26th -**

**Wine Dinner Event at the Las Colinas Country Club, Las Colinas TX**

**Thursday, February 28th -**

**Wine Dinner at Cordillera Ranch, San Antonio TX  
- Circuit of the Americas**

**Fri/Sat, March 1st or 2nd -**

**Wine Dinner at 3 Forks, Austin TX  
- Circuit of the Americas**

**Wednesday, March 6th -**

**Wine Dinner at Hard Rock Hotel, Tampa FL  
- St. Pete Grand Prix**

**Thursday, March 7th -**

**Wine Dinner at St. Pete Yacht Club, St. Petersburg, FL  
- St. Pete Grand Prix**

**Friday, March 9th / DAY -**

**Wine Event at the Dali Museum, St. Petersburg, FL  
- St. Pete Grand Prix**

**Saturday, March 9th / NIGHT -**

**Wine Event at the Home of Carlos and Beverly Yones, St**

WINE EVENT at the HOME of CARLOS and BEVERLY REYES, St.  
Petersburg, FL  
- St. Pete Grand Prix

**Saturday, April 27th -**

**Wine Spectator's Grand Tour, Las Vegas, NV**

Details for The Racing Series' Northern California Launch Party  
at our HQ in Petaluma, CA coming soon!



**About Adobe Road Winery:**

Adobe Road Winery is an award-winning, boutique winery located in Petaluma, California, specializing in small, handcrafted lots of select varietals and extraordinary, cutting-edge blends. Adobe Road Winery's founder, Kevin Buckler, has battled at the highest level of professional sportscar racing as both a driver and an owner for more than two decades. Among his team's 200+ podium finishes, are victories at some of the world's most prestigious endurance races, including the 24 Hours of Le Mans and the 24 Hours of Daytona (4 times). Winning at this level of racing requires extreme focus, attention to detail, teamwork and a drive for perfection. It is with that spirit, and a lifelong passion for fine wine, that he and his wife, Debra, opened Adobe Road Winery in 2002. Along with a small and dedicated team, they have been crafting ultra-premium, award-winning wines from some of the very best vineyards that Sonoma and Napa counties have to offer.

With placements in some of the top restaurants in America, and more than 30 - 90+ point ratings from the Wine Spectator and Robert Parker's Wine Advocate, as well as numerous awards and accolades, it is no surprise Adobe Road Winery is looking forward to an exciting future with big development plans already underway. While we are preparing to open our incredible new winery headquarters and entertainment complex on the vibrant Riverfront in downtown Petaluma, we are hosting guests at our transitional tasting room, just blocks blocks away in the Petaluma Mill building as well as at our racing team's headquarters where we are able to offer private tours and the opportunity to see the progress firsthand. Learn more at [adoberoadwines.com](http://adoberoadwines.com).



**About The Racers Group:**

The Racers Group, based in Petaluma, California, has competed at the top levels of professional motorsports since it was founded in 1992. TRG is the most successful independent GT sportscar team in modern history with 7 series championships, 4 GT victories at the Rolex 24 at Daytona (once overall), a GT victory at the historic 24 Hours of Le Mans, and nearly 200 combined podium finishes in major sportscar competitions worldwide. TRG has raced successfully with Porsche, Aston Martin, and General Motors, competing in most major race Series including three years in the NASCAR Sprint Cup Series.

The company also offers comprehensive partnership/sponsorship, business development, networking, and experiential marketing programs including; race hospitality, VIP/client entertainment, track days, corporate events, and employee team building. Learn more at [TheRacersGroup.com](http://TheRacersGroup.com).

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# THE RACING SERIES

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**The Racing Series** is comprised of 4 ultra-premium, California, red wine blends, all inspired by moments on the race track. They are the vision of a man who is an expert in both fast cars and fine wines, Legendary Race Car Driver, Race Team and Winery Owner, Kevin Buckler. Back in 1995, Kevin entered his Porsche 911, built by The Racers Group, into the California Grand Prix and won his first professional race. Over the last 27 years, he and his team have built a legacy with more than 100 professional victories around the world including the 24 Hours of Le Mans and the Rolex 24 at Daytona (4 times). Then, in 2002, he and his wife, Debra, started a small boutique winery called Adobe Road, built on many of the same principles that made them successful in racing: pushing limits, a drive for perfection, focus, attention to detail, and teamwork.

Adobe Road Winery's Racing Series represents the culmination of Kevin's personal passions, vision and leadership skills. The wines capture the adrenaline rush of a podium finish and the finesse achieved through years of patience and hard work.

**The Racing Series** made its way to the starting line on **January 21st, 2019** to kick-off the **Daytona** racing week amidst much excitement and fanfare! The 4 wines will be available individually and as a complete set in a custom display box.

The Racing Series wines are ideal for wine lovers, collectors, car enthusiasts, and motorsports fans alike. Ladies and Gentlemen, start your engines...

**Wines are available individually, in our beautiful, 4-pack, custom gift box and also by the case come in specially logo'd case boxes.**

Learn more at [www.TheRacingSeriesWines.com](http://www.TheRacingSeriesWines.com)

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