

Cakebread Cellars Launches **Bezel**, a New Collection from the Central Coast, to Elevate the Everyday Wine Occasion

*Bezel marks the Cakebread family's second wine project outside of Napa Valley
and launches in conjunction with the famed winery's 50th anniversary in 2023*

February 1, 2023, Napa Valley, CA – The Cakebread family of famed Cakebread Cellars in Napa Valley, CA is pleased to announce the limited market launch of **Bezel**, a new collection of wines celebrating various AVAs within California's Central Coast. Drawing from the Cakebread family's 50 years of fine winemaking experience, [Bezel](#) crafts high quality, fruit-forward wines to make everyday wine drinking occasions more special.

Bezel's [Edna Valley Chardonnay 2021](#) (SRP: \$25) and [Edna Valley Pinot Noir 2021](#) (SRP: \$30) are currently available in TX, CO, CT, and TN, with a Paso Robles Cabernet Sauvignon 2021 arriving in Fall 2023. Full nationwide availability is expected in the next few years.

“As we celebrate our 50th anniversary of Napa Valley winemaking, we don't want to just celebrate our family's past successes. We are looking ahead to other exemplary West Coast wine regions to explore,” says *Co-Owners Bruce and Dennis Cakebread*. “Projects like Bezel and Mullan Road Cellars, our Washington state offering founded in 2012, allow us to keep learning as winemakers and also expand our wine offerings for different occasions and price points.”

“The Bezel brand is a 3-year project in the making,” says *Mike Jaeger, President of Cakebread Cellars*. “It was important to our team that we fully understood the nuances of winemaking in these new regions – and equally important that we vetted the brand proposition with consumers to ensure relevance amongst younger generations. We look forward to introducing people to this special wine that they can enjoy with friends and family on any weeknight occasion.”

Working with esteemed vineyards in both the Edna Valley AVA and Paso Robles AVA, Bezel's fruit selection and winemaking practices allow for true expression of the regional terroirs. Chardonnay and Pinot Noir grapes reflect the unique qualities of coastal, cool-climate Edna Valley AVA, a 35-square mile area located five miles from the Pacific Ocean that has one of the longest growing seasons in the world.

“Edna Valley and Paso Robles are such special places for growing grapes,” says *Bezel winemaker Jane Dunkley*, a native of Australia who has worked 25 harvests across four countries including Australia, Italy, Portugal, and the US, principally in California's Central Coast. “We have infinite sunshine, and we also have cool nights that help us retain acidity. It is ideal for producing Bezel's vibrant, fruit-forward wine style.”

The name Bezel refers to craftsmanship, similar to that found in the artistry of fine jewelry or watch making. In the case of wine, Bezel symbolizes the 50 years of winemaking expertise and craftsmanship that the Cakebread family brings to their new ventures in the Central Coast.

The complexity and vibrancy of Bezel wines are represented by their labels. Each blends black and white photographs by Cakebread Cellars founder Jack Cakebread, who studied photography

under Ansel Adams, with vivid colors and imagery that evoke the fresh, lively wine style and a walk through the Central Coast vineyards.



About Bezel

Bezel was founded in 2022 by the renowned Napa Valley winery Cakebread Cellars. With grapes grown in the California Central Coast AVAs most suited to each varietal, Bezel represents the latest example of the Cakebread family's 50-year commitment to quality winemaking and terroir expression. The name Bezel is a nod to craftsmanship, symbolizing the winemaking expertise that the Cakebread family brings to their new Central Coast venture.