

Sullivan Birney Winery & Vineyards changes name to Navillus Birney Winery & Vineyards

Effective as of September 15, 2004

Glen Ellen, CA – Owners Rick Sullivan and Jonelle Birney Sullivan recently announced the change of their boutique winery's name to Navillus (Sullivan spelled backwards) Birney Winery & Vineyards to marketplace confusion. Rick and Jonelle established their Glen Ellen based winery on Sonoma Mountain Road in the fall of 1998, after successful careers in the communications business in Washington DC and San Francisco. After much deliberation, they chose their last names for the winery, which specializes in artisan Pinot Noir and Chardonnay wines from both their home vineyard on Sonoma Mountain as well as at their Sonoma Coast property.

Initially the winery name seemed to pose no particular problems, but with the passing years, Sullivan Birney began to gather awards and recognition in the industry and it came as a surprise to both Rick and Jonelle that their small second career winery was causing confusion in the wine marketplace with Sullivan Vineyards of Napa, California. By 2004, Navillus Birney had received close to 30 awards and scores in the 90s from prominent wine publications, and they were obligated to change their name just as they were hitting their stride.

With characteristic good humor, Jonelle Birney Sullivan took the name change in stride and said, “Hey, it’s already a challenging name for me so now I get to say, ‘Hi, I’m Jonelle Birney Sullivan from Navillus Birney, formerly Sullivan Birney.’” All the signage for the winery including their tasting room on Arnold Drive in downtown Glen Ellen as well as the familiar winery country signs throughout the Sonoma Valley now reflect the winery’s new moniker. Just in time for the latest vintage release of the 2003 wines, fans will be heartened to know that the label has not changed, only in name not design. For more information please visit www.navillusbirney.com or phone the tasting room at 707-933-8514. For media inquiries, contact Kimberly Charles at 415-701-9463 or kcharles@charlescomm.com.

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