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**WINE 2.0 ANNOUNCES NEW YORK PREMIERE OF DOCUMENTARY FILM ‘AMERICA’S WINE: THE LEGACY OF PROHIBITION’ AT WINE 2.0 NEW YORK NOV 18**

**New Film Takes Unprecedented Historic View of America’s Wine Industry From Prohibition To Today**

***‘America’s Wine: The Legacy of Prohibition’ Includes Interviews Which Chronicle The Rebuilding Of The Wine Industry And The Emergence Of A New American Wine Culture.***

**New York, NY (PRNEWSWIRE) November 4, 2009** – Wine 2.0, the innovator in social networking and events in the wine industry, announces the Premiere and New York release of the documentary film ***America’s Wine: The Legacy of Prohibition*** at Wine 2.0 New York, November 18<sup>th</sup> at Webster Hall.

The new documentary film, commissioned by UC Berkeley’s world renowned Bancroft Library, is an in-depth look at wine in America. It covers everything from the “Noble Experiment” of Prohibition, which decimated the vibrant wine community, to the rise of the “Phoenix” generation of wine pioneers including Robert Mondavi and Ernest Gallo to the more recent battles over direct shipping of wines to consumers. No wine lover should miss this historic film.

***‘America’s Wine: The Legacy of Prohibition’*** will be showcased in a Reserve and Trade Event prior to the over 1,000 wine and tech lovers and media at Wine 2.0 New York and supported on Wine 2.0’s social network [www.winetwo.net](http://www.winetwo.net) with a public fan page.

Commenting on the ***New York Premiere***, **Bancroft Director Dr. Charles Faulhaber** stated, “The Bancroft Library has been documenting the history of California and the American West for almost 150 years, always using state-of-the-art technology. In the 19<sup>th</sup> century it was the steam-powered printing press. In the 21<sup>st</sup> century we now use digital media for the same purpose. “America’s Wine: The Legacy of Prohibition” is a major step forward for us, the first time that Bancroft has been involved in a documentary film on what has historically been one of California’s most important agricultural industries. We are thrilled at the work that Carla De Luca Worfolk and her crew have accomplished.”

"The remarkable journey we experienced in putting together this documentary enabled us to witness historical events, record final interviews, review private archives and share never-before displayed images, yet didn't prepare us for the emotional impact of recognizing the passing of a generation." said **Filmmaker Carla De Luca Worfolk**. She continued, "Immersing ourselves in the era of Prohibition and then its Repeal, we came to understand these complex times, as well as the culture we live in today, through vivid memories and personalities as their words informed our script and enlivened our images. While inevitable, we didn't expect to be so personally moved as we worked in post-production and learned yet one more member of the “Phoenix Generation,” – eight total – had died since our interviews.”

“We could not be more excited to host the New York premiere of ‘America’s Wine: The Legacy of Prohibition’”, said **J. Smoke Wallin**, *Chairman of Wine 2.0*. He continued, “Wine 2.0. The ‘America’s Wine: The Legacy of Prohibition’ movie should cause everyone to gain perspective on the rich history of wine in America and appreciate what so many have done to lay the foundation for today’s vibrant wine market.”

**Carla De Luca Worfolk**, the Director, Executive Producer and Writer will have an interview with Wine 2.0 New York to discuss the film and wine with attendees. Media interviews are available.

Three years ago Bancroft’s Regional Oral History Office at the University of California, Berkeley, embarked on a project to augment the California Wine Industry Oral History Collection with a documentary to mark the 75th anniversary of the Repeal of Prohibition. In the making of the film, De Luca Worfolk and wine historian Dr. Victor Geraci used scholarly oral histories from the Bancroft’s Regional Oral History Office and Bancroft archival materials, augmented with over 40 original interviews and photographs and film clips from numerous other collections, to provide an historical overview of the legacy of Prohibition and the rebuilding of a new American Wine Culture.

### **About Wine 2.0™ - “Blending the Line Between Wine & Technology”**

Wine 2.0™ is the innovator in social networking and events in the wine industry. With a focus on the next generation wine consumer, Wine 2.0 breaks down the barriers to learning about, experiencing, and enjoying wine. Wine 2.0 events feature a rich diversity of world class wines and the newest generation of emerging technology companies, services and communication tools that are changing the world of wine. (Get Social at [www.winetwo.net](http://www.winetwo.net))

### **About America’s Wine: The Legacy of Prohibition**

America’s Wine: The Legacy of Prohibition is a documentary film celebrating the rich history of the American Wine Industry. This documentary offers an unprecedented overview of the legacy of National Prohibition (1920-1933) and its continuing impact on the wine industry and everyday lives of Americans. Covering a span of one hundred years of winemaking up to the present day, the film tells the story of how the leading entrepreneurial wine families overcame obstacles to rebuild the American wine industry, which had been decimated after National Prohibition and its Repeal. From within this historical context, the film also explores the most significant news-making subject areas in today’s media that reveal Prohibition’s legacy: laws governing direct shipping of wine to consumers; scientific research that influences alcohol and health policy; and the changing global marketplace.

Marking the 75th Anniversary of Prohibition’s Repeal, the documentary brings to life never-before-seen archival photographs and film clips, and features nearly 40 interviews including those who experienced Prohibition, historians, winemakers, members of Congress, and public policy experts. Among those filmed are Kevin Starr, California Librarian Emeritus, Leon Panetta, Former Chief of Staff for President Bill Clinton, and Kathleen Sullivan, Former Dean of Stanford Law School, as well as legendary winemakers Brother Timothy, Robert Mondavi, and Ernest Gallo. Through differing views and historical perspectives, the interviews contribute informed commentary as the documentary chronicles the rejuvenation of the American wine industry and the emergence today of a new American wine culture. It also pays tribute to the passing of a historic generation. Equally significant are the insights fueling the continuing societal debate over the issue of alcohol in America.

### **About Carla De Luca Worfolk, Director, EP/Producer, and Writer**

Carla De Luca Worfolk, an Emmy award-winning television and documentary producer, has enjoyed an extensive career across media, gravitating towards highly creative assignments with an emphasis on education, public service and policy. Throughout her career, the San Francisco Bay Area native has worked as an independent producer, magazine editor, writer, public relations executive, and paralegal. She holds a Bachelor of Arts degree with honors from Santa Clara University, and a Master of Journalism degree from the University of California at Berkeley. During her years as a CNN producer in Atlanta,

Worfolk supervised content for the highly-rated *CNN Saturday/Sunday Morning* program, a live, two-hour magazine show, and was also on the Emmy-winning team that covered the Olympic Park Bombing in 1996. *America's Wine: The Legacy of Prohibition* is her first independent film.