

# HOT OFF THE PRESS

## IRON HORSE NAMED AMERICAN ICON



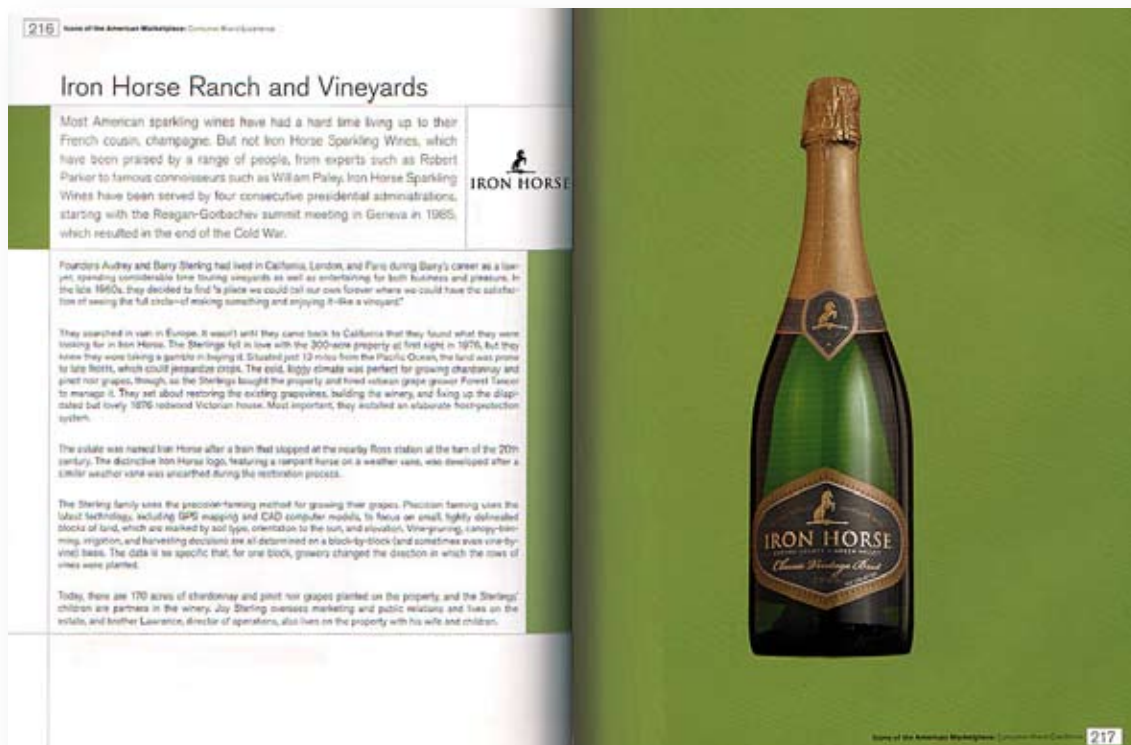
TIFFANY & Co.



THE 200 PRODUCTS AND LOGOS FEATURED IN THIS LAVISHLY ILLUSTRATED, STORY-FILLED REFERENCE BOOK ARE A PART OF AMERICANA. IRON HORSE IS ONE OF ONLY TWO WINERIES IN THE BOOK. LISTED IN ALPHABETICAL ORDER, IT TAKES ITS PLACE BETWEEN IPOD AND JACK DANIEL'S, CONFIRMING IRON HORSE'S REPUTATION AS A BRAND POWERED BY PRIDE, PASSION AND QUALITY. THIS JUST PUBLISHED HISTORY OF AMERICAN BRAND ICONS IS COMPILED BY RANDOM HOUSE UNDER THE GUIDANCE OF AN ACCOMPLISHED, INDEPENDENT ADVISORY BOARD OF MARKETING EXPERTS.



SEE THE OFFICIAL WEB SITE FOR THIS BOOK AT [WWW.AMERICANBENCHMARKPRESS.COM](http://WWW.AMERICANBENCHMARKPRESS.COM) AND FOR IRON HORSE, THE WINES AND THE FAMILY AT [WWW.IRONHORSEVINEYARDS.COM](http://WWW.IRONHORSEVINEYARDS.COM)



## Iron Horse Ranch and Vineyards

Most American sparkling wines have had a hard time living up to their French cousin, champagne. But not Iron Horse Sparkling Wines, which have been praised by a range of people, from experts such as Robert Parker to famous connoisseurs such as William Paley. Iron Horse Sparkling Wines have been served by four consecutive presidential administrations, starting with the Reagan-Gorbachev summit meeting in Geneva in 1985, which resulted in the end of the Cold War.



Founders Audrey and Barry Sterling had lived in California, London, and Paris during Barry's career as a lawyer, spending considerable time touring vineyards as well as entertaining for both business and pleasure. In the late 1960s, they decided to find "a place we could call our own forever where we could have the satisfaction of seeing the full circle—of making something and enjoying it—like a vineyard."

They searched in vain in Europe. It wasn't until they came back to California that they found what they were looking for in Iron Horse. The Sterlings fell in love with the 300-acre property at first sight in 1976, but they knew they were taking a gamble in buying it. Situated just 13 miles from the Pacific Ocean, the land was prone to late frosts, which could jeopardize crops. The cold, foggy climate was perfect for growing chardonnay and pinot noir grapes, though, so the Sterlings bought the property and hired veteran grape grower Forest Tancer to manage it. They set about restoring the existing grapevines, building the winery, and fixing up the dilapidated but lovely 1876 redwood Victorian house. Most important, they installed an elaborate frost-protection system.

The estate was named Iron Horse after a train that stopped at the nearby Ross station at the turn of the 20th century. The distinctive Iron Horse logo, featuring a rampant horse on a weather vane, was developed after a similar weather vane was unearthed during the restoration process.

The Sterling family uses the precision-farming method for growing their grapes. Precision farming uses the latest technology, including GPS mapping and CAD computer models, to focus on small, tightly delineated blocks of land, which are marked by soil type, orientation to the sun, and elevation. Vine-pruning, canopy-trimming, irrigation, and harvesting decisions are all determined on a block-by-block (and sometimes even vine-by-vine) basis. The data is so specific that, for one block, growers changed the direction in which the rows of vines were planted.

Today, there are 170 acres of chardonnay and pinot noir grapes planted on the property, and the Sterlings' children are partners in the winery. Joy Sterling oversees marketing and public relations and lives on the estate, and brother Lawrence, director of operations, also lives on the property with his wife and children.



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**THE ICONS**

Crane & Co.	Hewlett-Packard	Nalgene	Sharpie
Cross	Home Depot	New York Yankees	Singer
Cutter	Hoover	Newman's Own	Six Flags
Dawn	iPod	Nickelodeon	Slim-Fast
Dell	<b>Iron Horse</b>	Nicodem	Slinky
Diane von Furstenberg	J Crew	Nike	Smucker's
Diaper Genie	Jack Daniel's	The North Face	Snap-on
Dixie	JELL-O	New York City	Snapple
Dole	Jelly Belly	Transit Authority	SOS
Domino's Pizza	Jet Blue	Office Max	SoyBoy
Dove	Jiffy Lube	Old Town Canoes	Spalding
Dr. Bronner's	Jockey	Omaha Steaks	Starbucks
Drano	Johnson & Johnson	Ore-Ida	Steinway & Sons
eBay	K2	Oreo	Stonyfield Farm
Electronic Arts	Kellogg's	Oscar Mayer	Swingline
Energizer	Kiehl's	Osh Kosh	Tabasco
Ethan Allen	Kleenex	Oster	Taco Bell
Exxon	Kodak	Pampers	Target
Fabreze	Kohler	Patagonia	Texas Instruments
Fidelity	Kool-Aid	Poland Spring	TGI Friday's
Fiesta	Krazy Glue	Polaris	Tiffany & Co.
Folger's	Lawn Boy	Post-it	Timberland
Ford	Lay's	Prozac	Timex
French's	La-Z-Boy	Purina	Tinkertoy
Frigidaire	Levi's	Q-Tip	Totes
E & J. Gallo	Levorol	Radio City Music Hall	Travelocity.com
Gap	Life Savers	Ragu	Tropicana
Gatorade	Lillian Vernon	Ralph Lauren Home	Tupperware
General Electric	Lipton	Rawlings	UPS
GEICO	Lipitor	Ray-Ban	Vail Resorts
George Foreman	Listerine	Red Bull	Viagra
Gerber	L.L.Bean	Redken	Victoria's Secret
Gibson	M&M's	Reese's	Viking Stoves
Gillette	Macy's	REI	Walgreens
Glacéau	Maidenform	Right Guard	Weber
Gold's Gym	Manishevitz	Ritz	WebMD
Goldfish	Master Lock	Rock and Roll	Wham-O
Goodyear	match.com	Hall of Fame	Whirlpool
Google	Maytag Dairy Farms	Rolling Stone	Whole Foods
Goya	McCulloch	Samsonite	Williams-Sonoma
Greyhound	McDonald's	SanDisk	Wilson
H&R Block	Mead	Sara Lee	Wonder Bread
Hallmark	Meow Mix	Satum	Woolite
Harley-Davidson	Milk-Bone	Scotch Tape	Wrigley
Harra's	MONOPOLY	Sealy	Xbox
Harvard University	monster.com	Seventh Generation	X Games
HBO	Morton's Salt		Yankee Candle Company
Heinz	Motorola		Zatarain's
Hellman's	Mr. Clean		Ziploc
Hershey's			
Hertz			

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