

DOMAINE CHARDONNAY

PETITE DOMAINE GRAND OPENING

COMPLETE PUBLIC RELATIONS & MEDIA KIT

Ribbon Cutting: September 30, 2026 at 4:00 p.m.
Official Opening: October 1, 2026

Prepared for Domaine Chardonnay

33810 Madera de Playa
Temecula Wine Country, California 92592
DomaineChardonnay.com

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1. Primary Media Press Release

FOR IMMEDIATE RELEASE

MEDIA CONTACT Laura Wieters | 951-383-8989 | info@domainechardonnay.com

Domaine Chardonnay Announces Grand Opening of Petite Domaine, Doubling its Luxury Retreat in Temecula Wine Country

Secluded on a privately gated estate winery, the 3,000-square-foot expansion adds three new luxuriously designed suites, an elegant wine bar exclusively for invited guests, and romantic courtyard spaces to the already award-winning, family-owned luxury boutique inn.

TEMECULA WINE COUNTRY, Calif. — September 2026 — Domaine Chardonnay, the charming luxury boutique inn and estate winery set within one of Temecula Valley's original Chardonnay vineyards, will proudly celebrate the grand opening of 'Petite Domaine' at Domaine Chardonnay with a ribbon-cutting ceremony on Wednesday, September 30, 2026, at 4:00 p.m. The new addition officially opens to guests on October 1.

Personally designed and built by the owners themselves, Petite Domaine is a gorgeous 3,000-square-foot expansion that doubles Domaine Chardonnay's luxurious overnight accommodations. The new building includes three highly individual, designer guest suites, an intimate wine bar with a private patio that boast the best panoramic vineyard and mountain views and a welcoming enclosed front courtyard for all overnight guests to relax and mingle.

The expansion was conceived not as a separate destination, but as the newest chapter of the Domaine Chardonnay story. Its old-world, French-inspired architecture with its soft stonework, embracing courtyards, curated gardens and carefully framed vineyard views from each room continue the estate's distinctive sense of place while introducing a richer range of guest experiences.

"Laura's and my intention was never to simply add rooms. We wanted to create a unique experience- something extra ordinary and enduring—a place with elegant architecture, beautiful landscapes and lots of spirit that could become part of Temecula Wine Country's history and legacy to be enjoyed long after us," said co-founder Michael Wieters. "Every view, courtyard and detail was designed with intention to make people feel that they have arrived somewhere truly special."

The three new suites each have their own distinct personality just like the original suites do. The ground-floor Carriage House draws inspiration from the Olde English countryside, with a dramatic, darker palette, old world elegance and astounding vineyard and mountain views. The Abbey Suite pairs romantic posh design with an unforgettable stone wet room conceived as a memorable sojourn for celebrating those special occasions. Upstairs, The Haven penthouse suite features dramatic and unique architecture set in a 2nd story tower designed after the iconic Gate Houses of

old world Europe. Unique to any hotel room, The Haven is double split level with a separate living room, shower room, and a large bedroom with 15-foot ceiling complete with a soaking tub looking out through a large plate glass window to soak in the elevated views across the vineyards and surrounding mountains.

The cherry on the cake at Petite is the private, super elegant Wine Bar, DeCoupage Cellars, where guests can sip rare micro-released wines and mingle with club members and the owners.

Laura Stearn Wieters, co-founder and interior designer, created all of the interiors for Petite Domaine. Her background includes six years living and working in Italy, France, England and Spain with leading couture houses, followed by establishing her own high-end women's fashion company, Novecento, that was carried by Nordstrom, Cache and luxury boutiques around the world including her own flagship boutiques in Laguna Beach and Newport Coast. Her dramatic and creative interiors echo her rich couturier background, bringing together elegant European influence, romance and luxury all with a deeply personal and unique approach to hospitality.

"We want guests to leave the pace and pressure of their everyday life behind and feel completely immersed in our world," said Laura Wieters. "For a few days, they can live the wine-country lifestyle with us—to slow down, reconnect, feel cared for and simply exhale. Domaine Chardonnay is our home and our creative journey, and sharing that experience with others is at the heart of everything we do. It makes it all worthwhile when we get another raving 5 star review and know that we have succeeded in creating special memories for our guests that they will cherish"

Michael Wieters is a retired licensed landscape architect who once worked for high profile clients such as Steve Wynn, Donald Trump and Steven Spielberg among many others, now designs custom residential homes for private clients. He designed Domaine Chardonnay's and Petite Domaine's architecture, prepared all the construction documents, served as builder and project manager, and—with selected subcontractors and hands-on work alongside his son and Laura—brought the building to life with all its wonderful details and dreamy atmosphere. A true Renaissance man, Michael also designed and installed the landscapes throughout both Domaine Chardonnay and Petite Domaine, farms the estate's four acres of Chardonnay grapevines and passionately serves as Domaine Chardonnay's very own award-winning winemaker.

The Petite Domaine wine bar, DeCoupage Cellars, will serve Domaine Chardonnay's hand crafted wine label, DeCoupage by the glass and bottle, along with light food offerings and occasional Saturday evening wine pairing dinners. It will be available exclusively to overnight guests, DeCoupage wine-club members, by invitation and reservation only, supporting an exclusive and curated atmosphere.

Domaine Chardonnay was named "Best Place to Stay in Temecula" by Fodor's every year since discovered in 2023, and received Visit Temecula Valley's 2026 Xenia Award for Innkeepers' Choice. The estate's limited edition DeCoupage wines have also won innumerable medals every single year, including two distinguished Double Gold honors from the Orange County Wine Society: the 2022 Pinot Noir received 95 points in the 2024 competition and top scoring red wine of Temecula, and the 2022 Cabernet Franc/Merlot received 93 points in the 2025 competition.

The estate's story all began in 2016, when Michael and Laura Wieters left Coto de Caza in Orange County to follow their longtime dream of designing and building a new home, inn and winery from the ground up. As Michael began developing the architecture, Laura proposed the name Domaine Chardonnay which represents not only the actual vineyard estate but also the strong masculine and feminine influence given by both Michael and Laura's design styles. The name immediately established the direction: a French-influenced estate shaped by the couple's years in Europe and by their connection to a 300-year-old farmhouse they own in Tuscany. Domaine Chardonnay

welcomed its first overnight guests in May 2019, an instant success, that has been booked nonstop since then.

Future additions to come in 2027 to the estate include a Pétanque court for guests entertainment, a contemplative viewing place among the vines and olive trees called the 'Bench of Dreams', and a secluded, private zen garden designed with a hot tub, sunbed, outdoor shower, yoga lawn and picnic area with waterfall where guests can reserve a few hours for outdoor massages and a relaxing spa experience.

The September 30 ribbon cutting will be held with the Chamber of Commerce and Visit Temecula Valley for invited guests and media. Reservations for overnight accommodations in all the luxury suites are currently available at DomaineChardonnay.com. Guests may also book directly, join the wine club and explore special stay enhancements, including romantic packages, wine experiences and hand arranged flowers for special celebrations.

About Domaine Chardonnay

Domaine Chardonnay is a family-owned luxury boutique inn and estate winery in Temecula Wine Country, California. Built on an original 5 acres Chardonnay vineyard, planted in the 1980s, the adult oriented property offers multiple luxuriously designed suites, personalized hospitality, hand crafted estate wines, peaceful vineyard and mountain views, and intimate spaces created for couples seeking romance, restoration and a true wine-country experience. Domaine Chardonnay is named "Best Place to Stay in Temecula" by Fodor's and received Visit Temecula Valley's 2026 Xenia Award for Innkeepers' Choice.

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2. Travel Magazine Feature Story

A Legacy in the Vines: The Story Behind Petite Domaine and Domaine Chardonnay

Thinking beyond the ordinary, two accomplished designers transform a bold vision in to reality, unveiling a stunning new wing at their estate winery's elegant Bed & Breakfast in Temecula Wine Country, doubling its options for overnight accommodations and adding a members only wine bar.

Some places are designed to impress at first glance. Others reveal themselves slowly: in the way a courtyard frames the late-afternoon light, in the quiet between vineyard rows, in the feeling that every detail and view has been considered by someone who genuinely cares how the space will make you feel.

Domaine Chardonnay, and its new building Petite Domaine, accomplishes both.

Set within Temecula Wine Country on five acres of Chardonnay vines planted in the 1980s, the family-owned luxury boutique inn originally opened in 2019 and is the pride and life's work of Michael and Laura Wieters. Their new 3,000-square-foot expansion at Domaine Chardonnay, affectionately called Petite Domaine, opens October 1, 2026, after five years of passionate design and hands on construction. It adds three new luxuriously appointed guest suites, a private wine bar and two romantic courtyards, for a unique and immersive experience. Petite doubles the capacity of the inn while preserving the intimacy that made the original property so distinctive.

The Creation of Domaine Chardonnay

The couple's story began in Coto de Caza, California, where they decided to leave behind a more conventional Orange County county-club lifestyle in 2016 and follow a long standing dream of

owning land, designing and building their own home, learning how to farm and make wine. Their idea was both practical and romantic: design and build an estate in wine country that could support itself as a bed-and-breakfast, then grow a first class winery and luxury hospitality experience around it. They literally packed up their belongings, sold their beloved Ferrari for the more practical truck and tractor- and the rest was history.

As Michael began sketching the architecture, Laura gave the project its name: Domaine Chardonnay, for the vines that inhabited the land. That moment became the design brief. A name with French resonance called for an architecture and landscape with a sense of age, permanence and European ease.

The references were personal rather than theatrical. Both Michael and Laura spent years in Europe. Laura lived and worked for six years in Italy and France with leading couture houses before creating a high-end women's fashion company carried by Nordstrom, Cache and high end boutiques around the world. The couple also owns a 300-year-old farmhouse in Tuscany that Michael renovated from the ground up. Those experiences shaped an aesthetic grounded in old-world proportion, tactile materials and rooms that feel 'collected' and highly curated.

Michael's path was equally hands-on. A retired licensed landscape architect who now designs custom residential architecture, he designed the buildings, prepared the construction documents and led the project as builder and project manager. He designed and installed the landscapes throughout the estate, farms its four acres of Chardonnay vines and makes the award-winning wines poured for guests.

Petite Domaine; Three New Suites, Three Different Moods

Petite Domaine at Domaine Chardonnay is the fullest expression yet of that unusual combination of disciplines. Its architecture, courtyards, gardens and views are not separate gestures. They form one composition, extending from the building to the vineyard, to the winery and finally into the wine glass.

The Carriage House, on the ground floor, embraces an English-inspired atmosphere with a dramatic darker palette and vineyard and mountain views. The Abbey Suite is richer and more romantic, centered on an extraordinary bathroom and conceived with wedding nights and special celebrations in mind. Above them, The Haven feels open and elevated, with a separate living room, a bathtub placed within the bedroom beneath a 15-foot ceiling, and broad views over the estate. The new rooms are slightly larger than Domaine's other luxurious and ultra-popular suites, The Chapel and Vineyard suites. All suites have private backyards with expansive mountain views.

Laura designed every interior, treating each suite as an immersive emotional experience rather than just a variation on a hotel template. The rooms differ in character, but share the same intention: to make couples feel enveloped, unhurried and genuinely cared for.

Hospitality as an Invitation

Domaine Chardonnay is adult-oriented, designed primarily for couples who want privacy and exclusivity. The experience is intentionally intimate: only a few suites on property behind an elaborate front gate, personalized service and gourmet breakfast delivered each morning, quiet spaces to get lost in, vineyard views and optional enhancements ranging from rose petals and chocolates, to wine flights, charcuterie boards and hand arranged flowers for special celebrations.

The new wine bar, DeCoupage Cellars, extends that philosophy even further. Open to overnight guests, wine-club members, and by invitation and reservation, it will offer limited edition estate wines by the glass and bottle, light fare and potentially Saturday evening elegant wine pairing dinners. Its appealing rear courtyard overlooks the vineyard to the mountains—a setting built for conversation rather than crowds.

"We want guests to leave the pace and pressure of everyday life behind and feel completely at ease," Laura says. "For a few days, they can be immersed in the wine-country lifestyle with us—to slow down, reconnect, feel cared for and just simply be themselves."

Built to Outlast Its Creators

The word legacy can sound abstract. At Domaine Chardonnay, it is tangible. Its not just stone, stucco and timber, nor romantic gardens, vineyards and wine, but the memory of guests who return year after year. Michael speaks openly about wanting the property to outlast both of them and one day be recognized as a Temecula Wine Country landmark.

That ambition is balanced by a remarkable amount of personal labor. Over the last ten years, Michael designed every inch of the property, managed the build and subcontractors, was hands on with various crafts with his son working and learning alongside him, all while he continued running the vineyard and winery. Laura designed every interior space and the manufacturing of the architectural details while catering to the emotional rhythm of the current guest experience and managing the hospitality side of the business. Petite Domaine carries the marks of that love and dedication, just as Domaine does, in its unusually coherent identity and warm demeanor.

The essence of Domaine Chardonnay and Petite Domaine is already clear. It is the shared world of two very talented people who dreamed to design a life unique and heartfelt, then opened the doors to welcome others to experience it with them.

Domaine Chardonnay is recognized as one of the most beautiful and popular places to stay in the Temecula Valley. Fodor's named Domaine Chardonnay "Best Place to Stay in Temecula" every year since it was discovered by them in 2023. Visit Temecula Valley presented the inn with its 2026 Xenia Award for Innkeepers' Choice. In the winery, Domaine Chardonnay's 2022 Pinot Noir earned Double Gold and 95 points in the Orange County Wine Society's 2024 competition, while its 2022 Cabernet Franc/Merlot earned Double Gold and 93 points in 2025.

The grand opening of the new Petite Domaine and DeCoupagne Cellars, will be celebrated with a public ribbon cutting on September 30, 2026, at 4:00 p.m., with the Chamber of Commerce and Visit Temecula Valley. The official opening for overnight accommodations follows October 1.

Overnight stay information: DomaineChardonnay.com | 33810 Madera de Playa, Temecula Wine Country, CA 92592

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3. Media Kit: Facts, Bios, Photos & Captions

Fast Facts

Primary brand	Domaine Chardonnay
Expansion name	Petite Domaine at Domaine Chardonnay
Estate Winery	DeCoupagne Cellars (private winery not open to the general public)
Property type	Family-owned luxury boutique inn and estate winery
Address	33810 Madera de Playa, Temecula, CA 92592
Ribbon cutting	September 30, 2026 at 4:00 p.m.
Official opening	October 1, 2026
Expansion size	Approximately 3,000 square feet
Suites	Three existing suites plus three new suites; six choices for overnight accommodations
New suites	Carriage House, Abbey Suite and Haven Penthouse Suite

Current suites	Chapel Suite, Vineyard Suite, Barrel Room
2027 Next additions	Zen Garden, Pétanque court and Bench of Dreams
Vineyard	Four acres of Chardonnay vines planted in the 1980s; one of the original Chardonnay vineyards in Temecula Wine Country
Guest focus	Adults-oriented couples retreat; romance, restoration and personalized hospitality
Website	DomaineChardonnay.com

Meet The Designer Dream Team

Founder Biography — Michael Wieters

Michael Wieters is co-founder of Domaine Chardonnay, a licensed landscape architect and a custom residential architectural designer. His career included the design and construction of large-scale water features and landscapes for prominent hospitality, entertainment and private clients, including Wynn Las Vegas, Trump International, Jack Nicklaus golf courses and the homes of Hollywood A-listers. At Domaine Chardonnay, he designed the architecture, prepared construction documents, served as builder and project manager, and designed and installed the landscapes throughout both Domaine Chardonnay and Petite Domaine. He farms the estate's four acres of Chardonnay vines and is the award-winning winemaker at Domaine Chardonnay's estate winery.

Founder Biography — Laura Stearn Wieters

Laura Stearn Wieters is co-founder and interior designer of Domaine Chardonnay. She lived and worked in Paris, Milan, Rome and London for six years with leading couture houses before founding a high-end women's fashion company called Novecento, carried by Nordstrom, Cache and other luxury boutiques around the world as well as her own flagship stores in Laguna Beach and Newport Coast. Laura designed all interiors at Petite Domaine and guides the property's hospitality experience, bringing together European influence, romance, comfort and a deeply personal understanding of how guests want to feel when they arrive.

Key Recognition

- ☐☐Fodor's, "Best Place to Stay in Temecula" — 2023, 2024, 2025, 2026
- ☐☐Visit Temecula Valley, 2026 Xenia Award — Innkeepers' Choice
- ☐☐Orange County Wine Society Double Gold — 2022 Pinot Noir, 95 points, top scoring red wine of Temecula 2024 competition
- ☐☐Orange County Wine Society Double Gold — 2022 Cabernet Franc/Merlot, 93 points, 2025 competition

4. Approved Boilerplate and Messaging Guide

Preferred One-Sentence Description

Domaine Chardonnay is a family-owned luxury boutique inn and estate winery in Temecula Wine Country, offering luxuriously designed suites for overnight accommodations, personalized

hospitality, hand crafted estate wines and an intimate couples-focused experience among four acres of historic Chardonnay vines.

Preferred Short Boilerplate

Domaine Chardonnay is a family-owned experiential winery estate and luxury boutique inn nestled in the heart of Temecula Wine Country, California. Set among four acres of historical Chardonnay vines planted in the 1980s, the property offers luxuriously designed, adult-oriented suites, exceptional personalized hospitality, hand crafted limited edition estate wines, spectacular vineyard and mountain views, and intimate spaces created for couples seeking romance and restoration.

Brand Hierarchy

- Use “Domaine Chardonnay” as the dominant property and brand name.
- Use “Petite Domaine at Domaine Chardonnay” for the new 3,000-square-foot expansion.
- After the full name is established, “Petite Domaine” may be used as a shortened reference.
- Domaine Chardonnay and DeCoupage Cellars are not open to the general public. They are for overnight guests, wine club members and by invitation only.

Preferred Founder Descriptions

Michael Wieters: Co-founder; licensed landscape architect; custom residential architectural designer; architectural designer and landscape architect, builder and project manager of Domaine Chardonnay; vineyard manager; award-winning winemaker.

Laura Stearn Wieters: Co-founder; interior designer of Domaine Chardonnay; former fashion designer with couture experience in Italy and France; creative and hospitality visionary behind the guest experience and general manager of Domaine Chardonnay.

Core Message Themes

Legacy	A place designed and built to become a recognized Temecula Wine Country landmark for many years to come.
Personal creation	The architecture, interiors, construction, landscapes, vineyard, wine and hospitality were shaped and created directly by Michael and Laura.
Intimacy	Six luxurious designer suites, couples-oriented hospitality and spaces designed for quiet connection and relaxation.
European influence	French-inspired architecture and interiors formed by the owners’ time spent living in France and Italy and the couple’s 300-year-old Tuscan farmhouse.
Wine-country lifestyle	Guests are invited to slow down and briefly share the magical life Michael and Laura created among the vines.
Recognition	Fodor’s 2023-2026 distinction as #1 choice, Visit Temecula Valley’s 2026 Xenia Award and innumerous wine awards.

Photo List and Captions *Contact for higher resolution images

Suggested Images

Domaine Chardonnay's dream team co-founders Michael and Laura Wieters at their family-owned luxury boutique inn and estate winery in Temecula Wine Country.



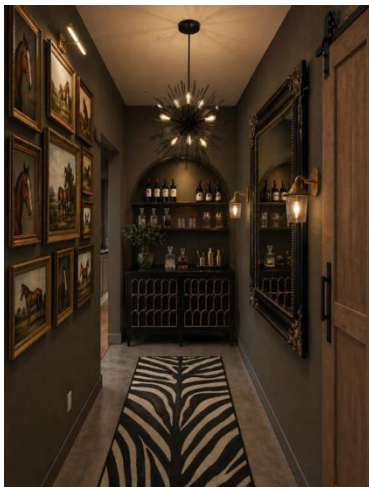
Petite Domaine at Domaine Chardonnay, a new 3,000-square-foot, French-inspired expansion opening October 1, 2026. (AI generated from actual architectural plans)



Domaine Chardonnay is set among four acres of Chardonnay vines planted in the 1980s, one of Temecula Wine Country's original Chardonnay vineyards.



**The English-inspired Carriage House features a dramatic darker palette and vineyard and mountain views.
(AI generated from actual interior design plans)**



The romantic Abbey Suite centers on an extraordinary bath and a rich design conceived for wedding nights and special celebrations.

(AI generated from actual interior design plans)



Upstairs, the Haven penthouse suite offers a separate living room, a bathtub within the bedroom, a 15-foot ceiling and elevated vineyard and mountain views. (AI generated from actual interior design plans)



The intimate wine bar at Petite Domaine will serve Domaine Chardonnay wines by the glass and bottle, food and select guest experiences. (AI generated from actual interior design plans)



The rear courtyard at Petite Domaine overlooks the estate vineyard and surrounding mountains.
(AI generated from actual interior design plans)

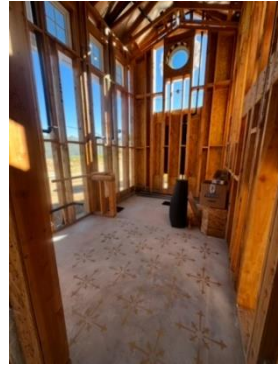


One of Domaine Chardonnay’s original individually designed suites, The Chapel Suite, reflecting the inn’s chic, European-inspired approach to luxury



The exciting construction process of creating Petite Domaine





Co-founder Michael Wieters farms Domaine Chardonnay's three acres of vines and makes the estate's award-winning wines



Co-founder and interior designer Laura Stearn Wieters created every interior at Domaine and Petite Domaine, and leads the property's hospitality vision and attention to every detail in the guest experience.

