

Wines of Argentina Offers Warming Reds for the Holidays

For immediate release

November 1, 2004 – New York, NY: As a continuing tactic of their first major public relations and marketing campaign in the U.S., Wines of Argentina today released the second in their series of wine mailings to the press. This mailing, a tasting of six “**Warming Red**” wines, emphasizes the range of high quality Argentine red varietals, and includes **Alamos Malbec 2002, Cristóbal 1492 Bonarda 2003, Medrano Altos Cabernet Sauvignon 2001, Don Rodolfo Tannat 2002, Henry Lagarde Merlot 2000 and Valentin Bianchi Elsa Syrah 2003**. All of the wines are competitively priced at under \$15.00, reinforcing the price/quality value of Argentine wines.

Two of the varietals included in this mailing, Bonarda and Tannat, are relative newcomers to the U.S. market. Bonarda, a grape native to the Piedmont region of Italy, presents an aggressive, chewy personality in Argentina, with complex flavors and a rich body reminiscent of Barolo. The Tannat grape, native to southwestern France but of Basque origin, is an earthy and rustic varietal, which at its best serves up aromas of fresh berries and leathery fruit flavors. Argentine Tannat is more approachable in its youth than the French varietal, with softer tannins and a pleasing texture. Both grapes thrive in the extraordinary growing conditions of this country: high altitude and constant sunshine. The Bonarda and Tannat grapes are especially well suited for cellaring, and surprisingly, both retail for just \$10.00!

All six of our warming red wines selections pair well with winter comfort foods. Try pairing the **Alamos Malbec** with a hearty linguine Bolognese, the **Cristóbal Bonarda** with a pepper-crusted beef tenderloin, and the **Medrano Altos Cabernet Sauvignon** with a savory lamb and apricot tagine with couscous. The **Don Rodolfo Tannat** is striking paired with pork in spicy mole sauce, while the **Henry Lagarde Merlot** is as well-suited to a warming winter bouillabaisse as it is to a plate of soft cheeses. The **Valentin Bianchi Elsa Syrah** is excellent paired with savory mushroom sauces and smoked bacon – an excellent accompaniment to Coq au Vin or Cassoulet.

Founded in 1995, Wines of Argentina represents over 95% of all exporting wineries, and every major wine-producing region, in Argentina. The goal of the organization is to advance the cause of Argentine wines throughout the world, increasing awareness, distribution and sales.

For more information, contact Aileen Robbins at (212) 929-7700
or arobbins@dunnrobbinsgroup.com