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**A “NEW AGE” DAWNS IN SELECT U.S. MARKETS
“Hot” Argentine Wine Makes Much-Anticipated American Debut**

ST. HELENA, CA – Quintessential, the import, sales and marketing company, is pleased to announce that it is bringing **New Age**, a very popular, refreshing wine from Argentina that has been the rage of restaurants and clubs throughout South America since 2000, to select American cities this summer as it rolls the wine out to major markets around the country.

Produced by the Valentin Bianchi Winery in San Rafael, Mendoza (known primarily for their highly-acclaimed table wines), New Age is a refreshing blend of Sauvignon Blanc and Malvasia grapes from the winery’s vineyards. A long, clear, vertical bottle houses this white wine, with a stylish two-tone front label and image of a mysterious Argentine woman on the inside of the front label, visible through the bottle. Its intense fruity/floral aromas lead to a soft, fresh taste that is terrific as a chilled aperitif and especially enjoyable during an evening of “on the town” entertaining.

According to Stephen D. Kreps, President of Quintessential, “Since NewAge’s debut in Buenos Aires, the winery has been flooded by inquiries from savvy Americans and Latinos living here who have heard about the New Age. Initially, we planned only to release New Age in South Florida this past June, but the outpouring of interest from clubs, restaurants and retailers -- particularly in Chicago, New York and Los Angeles -- has persuaded us to speed up the timetable.”

Quintessential has received an initial 11,000 cases of the wine to handle in the June launch in South Florida, California, and Chicago, and expects to bring in another 30,000 cases for the August roll-out to New York, Boston, Minneapolis, Detroit, Denver, and Texas.

“Word-of-mouth from South America has made New Age a ‘must try’ for both new and experienced wine drinkers here in the U.S.,” Steve says. “We’re doing our best to make it available to as many key customers as possible.”

In addition to restaurants and nightclubs, New Age will be available in select retailers at a suggested retail price of \$8.99. For further information on New Age, contact Dennis Kreps at Quintessential, www.quintessentialwines.com or (707) 967-6700.

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