



Introducing: From Our Desks

by Mollie Chen



JAQK's card game-cool packaging.

Here at Condé Nast Traveler, we are regularly flooded with press kits, releases, and gizmos that range from tame and mundane to tacky and bizarre (racy underwear from a certain lingerie company, mini baseball bats, Turkish snow globes). This week, we salute the brand-new wine company **JAQK Cellars**, which lent a bright spot to our paper-riddled desks with its witty and attractive press kit. A collaboration between two hip graphic designers and two wine industry veterans, the company sent over a handsome wooden box with a deck of letterpress-esque cards, hefty silver poker chips, and--as a final, masterful stroke--a flash drive disguised as a playing card. The only thing missing? A sample of the wine. We can't pass judgment on the product itself, but A+ for effort.

Note: We do not base our editorial coverage on the prettiness of press kits or the inventiveness of gimmicks--to the contrary, all our travel reviews and features are done anonymously. That being said, we have been known to dip into the various advance pots and potions (not to mention the food samples) that beauty companies send our way, as we often cover these products before they are available in stores.