



CHARLES COMMUNICATIONS  
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### **750ml Wine Lounge and Retail Store Satisfies both the Wine Novice and Expert**

August 3, 2006 –The newly opened 750ml Wine Lounge and Retail Store at 227 S. San Mateo Drive San Mateo, California [www.750ml-sanmateo.com](http://www.750ml-sanmateo.com), ushers in a distinctive new way to explore and enjoy eclectic wines, artisanal spirits, and hand-crafted foods. Part of a downtown revitalization project, 750ml is housed in a 1915 landmark building, and is a hybrid wine and spirits shop and tasting lounge. It is a perfect place to stop by for a quick nibble, get a preview taste of wine before buying a bottle, or settle in for a more serious contemplative bottle of wine matched with artisanal cheeses and charcuterie. The airy industrial chic interior beacons the casual stroller with wines and spirits that are artfully and easily displayed, allowing for a leisurely perusal of the offerings. The tasting lounge in back features a cool textured Caesar-stone bar as its visual centerpiece.

Co-proprietors Brian Snelling and Kyle Thomas have worked diligently to build a selection of wines that reflect their passions and offer wines not often found at retail...definitely *worth the detour*, as the famed gastronomic Michelin guide often states. Currently, over 200 different wines and spirits are available, with an emphasis on an artisanal approach, and value at every price tier. 750ml is a treasure trove of newly discovered labels, the occasional cult wine as well as some crowd-pleasing wines. The savvy shopper can put together a case of

wines and avoid steep shipping costs, in essence, having an array of boutique wineries at one's fingertips.

Thirty two different wines are available by the taste via the innovative Enomatic®, a technology developed in Greve, Italy that allows customers to purchase a smart card of different denominations \$10, \$20 and \$50, that in turn is inserted into the machine for a self-serve taste of wine by the ounce. Similar to the CD music track samplings in music stores, 750ml allows for sampling before purchase. Introduced into the Bay Area in 2004, this technology is only available in select locations and 750ml is one of the first on the Peninsula.

In keeping with the current restaurant trend of small plates, a simple but enticing menu offerings include charcuterie from Paul Bertolli, the Fatted Calf and Santi restaurant, along with artisanal cheeses from Cowgirl Creamery, and desserts from Bakesale Betty.

750ml will also feature the works of local Peninsula artists with a quarterly gallery showing with a focus on contemporary art and photography.

**Tasting Bar Offerings:**

- 24 red wines on the Enomatic® on the retail floor, self-serve
- 12 wines on the Enomatic® behind the tasting bar [eight whites, four reds] as well as hand-poured wines, sparkling wines, microbrew beers and non-alcoholic offerings
- Pours range from \$1.20-\$6.80 per ounce
- Charcuterie by Paul Bertolli, Fatted Calf and Santi Restaurant
- Cheeses from Cowgirl Creamery
- Desserts by Bakesale Betty of Oakland, CA

**Wine & Spirits Retail offerings:**

- 180 different selections of wines from California, Washington, Oregon, New York, Australia, France, South Africa, New Zealand and Argentina
- Proprietor favorites include Rosés, Sauvignon Blancs, Rieslings, small production Cabernet Sauvignons and Pinot Noirs
- Sampling of selections include: 2002 Selene Merlot, 2003 Ryan Pisoni Vineyard Pinot Noir, 2004 Sea Smoke Botella Vineyard Pinot Noir, 2001 Araujo Altagracia Cabernet Sauvignon, 2003 Chesler Meritage from Mia Klein's Selene Winery, Andrew Vingiello Pinot Noir among many others
- 70% of the choices will be New World and 30% Old World
- 80% of the wine selections are small, limited production producers and 20% are more accessible and well-known wines
- 28 different artisanal spirits (ie, Chinaco and Corzo Tequilas, Junipero and Hendrick's Gins, Square One Organic Vodka, Oronoco & 10 Cane Rums)

**Fast Facts:**

Open Tuesday- Thursday 12-9 PM

Friday-Saturday 12-10

Sunday 12-6

Closed Monday

Available for Corporate Events up to 50 people, Private Parties

Exclusive and Unique Winemaker Events offered

Tasting Cards available as gift cards \$10, \$20, \$50 denominations

Address: 227 S. San Mateo Drive San Mateo, CA 94401

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[www.750ml-sanmateo.com](http://www.750ml-sanmateo.com)