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**Famed Collin Street Bakery and the Society of Wine Educators
Select Best Wine Pairings for Traditional Holiday Fruitcake**

CORSICANA, Texas (November 10, 2003) – Collin Street Bakery, one of the world’s leading bakers of fruitcake founded in 1896, and the Society of Wine Educators (SWE), the pre-eminent wine education and certification organization in the United States, have selected the best types of wine to sip with a slice of fruitcake during the holidays.

“Both fruitcake and wine have graced family dinner tables for generations during the holidays, so combining the two to heighten the enjoyment and gourmet tastes of both makes perfect sense,” said Bob McNutt, president of Collin Street Bakery. “I have often relaxed with a glass of Port and a slice of our DeLuxe fruitcake, and now SWE has explored other types of wines that would complement fruitcake.”

The Society of Wine Educators sampled a range of American and imported wines in several categories from dry white to off-dry white and pink, to sweet white, dry red and Port to discover the best wines to serve alongside fruitcake.

“Through our sampling we found that off-dry sparkling white or semi-dry rose wines are the most stunning with fruitcake,” said Gilian Handelman, a member of SWE’s communications committee and an industry veteran of wine and food pairing.

“The bubbles, acidity and sweetness of off-dry sparkling wine styles provide a refreshing counterpoint, both cleansing the palate and elevating the fruity flavors and spice in the cake, whereas some residual sugar, as often found in White Zinfandel or some of the sweeter White Merlot wines, is also a great match,” said Handelman.

Through their tasting of a variety of wines, SWE identified the following top four types of wines to pair with fruitcake:

- **Off-Dry Still White and Pink Wines (Includes Gewurztraminer, Johannisberg Riesling, Muscat and White Zinfandel)** The fruit flavors in the wine combining with the fruitier elements in the cake provide a basis for a complementary flavor match and a balanced palate, making it overall, a very pleasant pairing.

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Wine and Fruitcake Pairing

- **Off-Dry Sparkling White and Pink Wines (Includes Moscato, Crémant or Demi-Sec Sparkling Wine)** Of all the wine categories, this was the most complementary to the cake. The bubbles, acidity and sweetness of this style of wine, from Australia, California, France, Germany and Italy, made it a favorite.
- **Sweet, or Late Harvest White and Red Wines (Includes Riesling, Muscat and Gewurztraminer)** This type of wine presents a very good pairing, as the wine's sweetness and fruit intensity provide a solid partner to the strong flavors in the cake. Of particular interest is Gewurztraminer, whose intrinsic varietal spiciness accentuates the warm spice elements (cinnamon, clove) in the fruitcake. Consider California, Germany, New York State or Washington State for these varieties.
- **Port Wines (Includes Ruby, LBV and Tawny)** Of the wines in this category, Tawny Port in particular makes a fine match to the cake. The caramelized quality of a Tawny-style Port wine mirrors the brown sugar and nutty elements in the cake. In addition, fruit-based Ports, often crafted in U.S. states such as California, Michigan, Missouri and New York, are great as well.

“Wine is very versatile and can truly enhance any dining experience. You just need to experiment with different varieties and have fun with it,” said Handelman. “Fruitcake has such an array of tastes, from intense fruitiness to subtle warm spices, that different wines amplify different ingredients.”

As you make your holiday wine selections to serve with fruitcake, SWE offers a few additional tips:

- Avoid high alcohol wines, with the exception of Port, whose intensity and high sweetness levels balance out the “hot” presence of the alcohol.
- Avoid high acid wines, such as Sauvignon Blanc.
- If pairing with still, dry wines, gravitate toward fruit-forward, young wines over older wines.
- Avoid wines that are overly tannic, such as young Cabernet Sauvignon.

About Collin Street Bakery

Collin Street Bakery is one of the world's largest bakers of fruitcakes. Based in Corsicana, Texas (just 50 miles south of Dallas) since its founding in 1896, the company bakes and delivers more than 1.5 million fruitcakes throughout the world, including all of the United States and more than 196 foreign countries. It boasts a clientele that includes celebrities such as Nolan Ryan, Lyle Lovett, Vanna White and Princess Caroline of Monaco and *Fortune* 500 companies such as American Airlines, American Express, General Electric Company and the Coca-Cola Bottling Company.

Collin Street Bakery's premier fruitcake is the DeLuxe Fruitcake. Each DeLuxe Fruitcake is baked to order, hand-decorated and carefully packaged and tinned before being shipped to the customer. Its largest single ingredient is native Texas pecans, making up 27 percent of each fruitcake. Collin Street Bakery never substitutes other less expensive nuts (or fillers), and it owns a pecan-shelling facility to ensure quality pecans are used in each fruitcake. Other ingredients include locally harvested pure clover honey, pineapples and papayas from the bakery's farms in Costa Rica, white raisins from southern California and cherries from the Midwest and Northwest.

Collin Street Bakery's fruitcakes and other baked items are exclusive gifts that can only be ordered direct from the bakery. You will never find a Collin Street Bakery product in any store. Orders can only be placed on their secure Web site at www.fruitcake.com, by mail order or by calling 1-800-292-7400. A gift item catalog is available upon request.

About Society of Wine Educators

Established in 1977, Society of Wine Educators (SWE) is the pre-eminent wine education and certification organization in the United States. SWE offers individuals the opportunity to receive certification of their professional expertise through two programs: the Certified Specialist of Wine (CSW) and the Certified Wine Educator (CWE). These are offered in select cities around the United States and Japan throughout the year.

In addition to its exam offerings, the SWE has a number of certificate programs as well as its annual conference as forums for continuing education. The SWE annual conference takes place in either a major or emerging wine region every year, providing an educational backdrop as well as a locale that provides a living laboratory for the study of wine. Past conferences have been held in wine regions such as Sonoma, California; Bellevue, Washington; and Portland, Oregon.

The 2004 conference will take place in Sonoma, California August 2-7. For more information please visit www.wine.gurus.com or call SWE Executive Director, Bonnie Fedchok 202-347-5677 or director@societyofwineeducators.org

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*NOTE TO EDITORS: High resolution product images and b-roll of fruitcake baking process available.
NOTE TO EDITORS: Bob McNutt and Gilian Handelman available for interviews.*