

**FOR IMMEDIATE RELEASE**

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**To Wine, Food, Lifestyle, Family Editors**

## **SPIRITED HOLIDAY GIFTS**

### **Wine and Spirits to Please Every Personality (SHORTS)**

**San Francisco, California, November 22, 2004** – A selection of Wines and Spirits from some of California's best known vintners and trend-setting merchants that will appeal to the palate of the young, the old and the in-between.

Match your friend's style and personality with our guide below to deliver the perfect gifts or libations at your holiday get-togethers. Your friends will be surprised by your acumen and insight!

**PERSONALITY TYPE: SOCIAL, URBAN, TRENDSETTER**

#### **Cocktails by Jenn (Brand New!)**

Classic, ready-to-serve cocktails in Cosmopolitan, Lemon Drop, Tropical Blue Lagoon and Appletini flavors are packaged in a sassy purse-shaped tote and decorated with whimsical icons of modern femininity. The totes include a collectable metal charm and four premium vodka cocktails (100ml bottles, 17% alcohol). Perfect for parties! (\$14.99 each) Available at Safeway, VONS and Pavilions stores in CA, AZ & NV...soon to roll out to Eastern markets. [www.cocktailsbyjenn.com](http://www.cocktailsbyjenn.com)

**PERSONALITY TYPE: UNPRETENTIOUS, CREATIVE, ON-THE-GO**

#### **Three Thieves Bandit Bianco (New!)**

Quality wine in a hip box! This wine is a steal and the perfect treat for your adventurous friends on the go. Put a box in your backpack or hide it in some rebel's Christmas stocking! The wine is packaged in a Tetra-Pak cube - revolutionary for the U.S. wine market, and the grape is elegant and lively Italian Trebbiano. Don't miss out on the Three Thieves Zinfandel in retro Jug – also criminally good! (\$5.99 per 1-liter box) Available at wine stores across the country. [www.threethieves.com](http://www.threethieves.com)

**PERSONALITY TYPE: LITERARY, TURTLE-NECK-WEARER, ACTIVIST**

#### **Navillus Birney 2002 Sonoma Mountain Pinot Noir, "Katherine's Vineyard"**

"Alluringly spicy" with cherry, plum, apple and light clove, this Pinot Noir is as intriguing as the latest independent novel. Try curling up with a great book to escape the holiday stress while enjoying this seductive Pinot Noir, produced in the Glen Ellen, CA - homeland of intrepid author Jack London. (\$34.00) Available through the winery [www.navillusbirney.com](http://www.navillusbirney.com)

**PERSONALITY TYPE: WORLDY, DISCRIMINATING, SENSUAL**

**Peter Michael Winery Ma Belle-Fille Chardonnay, Estate Vineyard 2002**

Here's one to share with someone you want to impress! This limited-production Chardonnay comes from Peter Michael Winery - a family business committed to 100 years of generational stewardship. Owners, Sir Peter & Lady Michael named Ma Belle-Fille after their daughter-in-law Emily, and created a wine so intensely concentrated and so coveted that just the pursuit alone is fun! (\$75.00) Available through the winery. [www.petermichaelwinery.com](http://www.petermichaelwinery.com)

**PERSONALITY TYPE: BALANCED, OUTDOORSY, PIONEERING**

**Fess Parker Winery & Vineyards 2001 Syrah, Rodney's Vineyard**

For the friend who seeks balance in life, give a bottle of this full-bodied Syrah produced by winemaker Eli Parker - son of actor Fess Parker who portrayed Davy Crockett and Daniel Boone in the 1950s & 60s. This family-run winery is producing nuanced Rhone and Burgundian-style wines. Be transported by fresh, intense Syrah fruit with hints of vanilla, smoke and licorice. (\$40.00) Available through the winery. [www.fessparker.com](http://www.fessparker.com)

**PERSONALITY TYPE: TRAVELER, WINE ENTHUSIAST, TASTE-TESTER**

**VinoVenue Gift Cards**

VinoVenue is the newest form of interactive wine lounge with self-serve, automated wine-tasting stations that allow visitors to sample over 100 wines by inserting a smartcard and dispensing a 1-ounce pour. The global selection also retails by the bottle. Whether you're a San Francisco native or just visiting, it's the perfect spot to relax or meet friends after a long afternoon of holiday shopping or sightseeing. 686 Mission St., San Francisco, CA 94105, 415-341-1930. Open 7 days a week. Purchase gift cards in-store. [www.vinovenue.net](http://www.vinovenue.net)

**PERSONALITY TYPE: UNCONVENTIONAL, HIP, ADVENTURESOME**

**Drink Choice: Clay Station Vineyards 2002 Malbec**

Svelte wine in a rockin' deep plum hue. It's Malbec - a hip newcomer to American palates, yet with familiar berry, earth and velvety chocolate components. Enjoy this wine on a crisp evening with comfort food. It's signature Clay Station...going beyond the obvious wines. (\$12.99) Available at fine wine stores across the country. [www.claystationwine.com](http://www.claystationwine.com)

**NOTE TO EDITORS: Photos Available. Interviews can also be arranged.**