



PARALLEL
NAPA VALLEY

For immediate release

For more information, contact:

Kimberly Charles, Charles Communications Associates

P: (415) 701-9463 E: kcharles@charlescomm.com

**Parallel Wines 2003 Cabernet Sauvignon Napa Valley:
Inspired by Skiing, Napa's Latest "Cab" Finds Success on its First Run**

Fine wine and skiing have always been a great match for *après ski* and that dynamic combination has come to life with Parallel Wines (www.parallelwines.com). Parallel Wine is a new Napa Valley Cabernet Sauvignon with a distinctive ski track design on its label. Crafted by top winemaker Philippe Melka, named the 2005 Winemaker of the Year by Food & Wine magazine, in collaboration with highly acclaimed vineyard manager, Jim Barbour, Parallel Wine was conceived by eight close friends from Park City. The partners of Parallel Wines – friends for the past twenty years – introduced their new wine in December, just in time for the ski season. Now as the season comes to a close, they are celebrating the fact that their first release of 1,000 cases quickly sold out, and their second release, a 2004 Cabernet, is due out this fall.

"We're really proud of Parallel Wines," shares Mac MacQuoid, one of the Parallel Wine partners. "In addition to our wonderful retail and restaurant distribution, our new direct website marketing capability will ensure that more people have a chance to taste what's so special to us about Parallel."

The premiere release, **Parallel 2003 Cabernet Sauvignon Napa Valley**, is a blend of grapes from Howell Mountain and Calistoga in Napa Valley. It was priced at \$44 per 750 ml bottle, marking it the first time that Melka and Barbour – generally known for their higher priced offerings - have collaborated on a wine that is both affordable and available to the general public. It is a blend of 82% Cabernet Sauvignon and 18% Merlot and is a wine with deep color that exhibits a beautiful bouquet of black currants, blackberries, dried herbs, smoke, vanilla and Asian spices. The mouthfeel is generous and packed with ripe flavors of rich cherry jam and black fruits. It finishes with dense tannins, and a wonderful licorice character. According to Melka, "This wine is distinctive and reflects a sense of harmony and sophistication."

The first release was launched in the partner's home state of Utah and the Intermountain West as well as in California and New Jersey/New York, where it is sold in wine shops, restaurants and resorts. It is also sold online for shipment where legal at www.parallelwines.com. For more information on Parallel, visit www.parallelwines.com.

Editors contact Kimberly Charles of Charles Communications Associates at (415) 701 9463 or kcharles@charlescomm.com or Susan Holden Walsh, Charles Communications/Colorado at (303) 449.2526 or sholdenwalsh@charlescomm.com. Photos are available upon request.