



**PARALLEL**  
NAPA VALLEY

For immediate release

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## **Parallel Wines: 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](http://www.parallelwines.com)). Parallel Wine is a 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 – ski buddies for the past twenty years – introduced their inaugural wine in 2005, just in time for the ski season. They are celebrating the fact that their first release of 1,000 cases quickly sold out, and their second release, a 2004 Cabernet Sauvignon Napa Valley, will ship in November, 2006.

"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."

Parallel's second release will be the 2004 Cabernet Sauvignon Napa Valley. Winemaker Philippe Melka describes it: "The wine exhibits a deep red cherry color. Flamboyant nose combines primary aromas of black raspberry, cassis, flint and vanilla. Suave and sweet, the mouthfeel is impressive with very good concentration of red fruits, currant and plum. The various flavors are well integrated together framed by good acidity. The wine has great backbone and will age very well."

Parallel's 2004 Cabernet Sauvignon is priced at \$48.50 per 750 ml bottle. Melka and Barbour – generally known for their higher priced offerings - have collaborated on a Parallel wine that is both affordable and available to the general public. According to Melka, "This wine is distinctive and reflects a sense of harmony and sophistication."

Parallel Wines are available in the partner's home state of Utah and the Intermountain West, where it's sold in ski area wine shops, restaurants and resorts, as well as in shops and restaurants in California, New Jersey, and New York. Parallel is also available online for shipment where legal at [www.parallelwines.com](http://www.parallelwines.com). To learn more about how to get the upcoming 2004 Cab or for information on Parallel, visit [www.parallelwines.com](http://www.parallelwines.com).

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