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SEDUCTIVE NEW WINE TURNING PEOPLE RED EVERYWHERE

Importer Releases New “Pin-up Girl” Inspired Label to Consumers Equally Excited by Wine and Label Alike

(CHICAGO, IL) – January 2006 – Wein Bauer, Inc., importer and distributor of fine wines recently released its newest and most exciting label, “Turn Me Red”.

“Turn Me Red”’s label presents consumers with an eye catching package both seductive and fun, displaying a 50’s style pin-up girl sipping from a glass of red wine, while gazing suggestively over her shoulder. The label is nostalgic, while at the same time, very cutting edge. “We wanted the label to be provocative, without going too far as to be offensive. Our illustration was based upon our live spokes model, Vivian, who travels to tasting events around the country to promote the product” said Manfred Bauer, owner and president of Wein Bauer, Inc.

These tasting events featuring the wine and Vivian have been met with great consumer response. The wine itself, medium bodied, slightly oaked, made from the unique Austrian varietal Zweigelt, had educated and novice wine drinkers alike returning for more. “The lighter style of this red appeals to a very broad range of consumers, even those who don’t normally consider themselves red wine drinkers at all,” stated Tom Carney, Fine Wine Manager of Wein-Bauer Distribution. The in-person marketing concept was also met with great enthusiasm from consumers. The line of people waiting to have their picture taken with, or bottle signed by Vivian, went out the door at recent tastings. What makes the package even more distinctive is its progressive screwcap. “With another distributor making the decision to recently release 80,000 cases of their top selling labels with a screwcap, we felt confident in the market trend towards this type of enclosure. As well, it goes without saying, it also avoids the consumer problems associated with corkage and the convenience of being able to open the product without hardware,” explained Mr. Bauer.

“Turn Me Red” is available for immediate distribution and can already be found in retail shops across the United States. Valentine’s Day tastings and events will be held in key cities across the country in February 2006. “Turn Me Red” is the latest addition to Wein-Bauer’s extensive portfolio, which includes over 600 wines. The company, which has been in operation in the U.S. for over twenty-five years, imports and distributes wines from around the world and U.S.

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For more information contact: Wein Bauer Inc., 847-678-0685 or visit www.turnmeredwine.com