

PRODUCT DESCRIPTION



“Just as Rieslings gain popularity in the United States, veteran importer and distributor Wein-Bauer, Inc. introduces **Turn Me Riesling**, a companion wine to its other Turn Me Red branded red wine, launched in 2006.

A drier style Riesling than what is on the market today, with a universally appealing palette, the new Turn Me Riesling is priced to move at under \$10 a bottle... much lower than competing Rieslings. According to the IMPACT DATABANK, in 2006, Rieslings are up 29% as compared with 2005, and more than 4 million cases sold last year alone in the U.S.

“We’ve had such success with the Turn Me Red wine, and such fun marketing it, that it was a logical and strategic leap to bring a Riesling into the Turn Me series,” said Wein-Bauer CEO Manfred Bauer. “We know this will be a popular Riesling appealing to a broad range of people since it is not nearly as sweet as other traditional Rieslings. It is a white quality wine produced from 100% Riesling grapes, and pairs well with mild cheeses, salads, white meat, fish and poultry, or all by itself,” says Bauer.



- Turn Me Riesling is a fine, fruity and light bodied wine with a delicate sweetness to give it balance and harmony.
- It hails from the Nahe region of Germany.
- The winemaker is Weinhaus Schloss Koblenz GmbH in Germany.
- It is from 10 year-old vines planted in slate soil and aged for 2 months in a stainless tank. The first bottling of this wine was November 27, 2006.

PRESENTATION/ PRODUCT PACKAGING

- Turn Me Riesling’s eye-catching label matches that of its predecessor, Turn Me Red, with its seductively nostalgic 50’s style pin-up girl only this one with a twist! – it’s a brunette girl sipping from the white-colored wine while Turn Me Red features a blonde girl sipping from a red wine glass!
- Progressive screw cap prevents corkage and allows for more consistent quality of product. The screw cap is aligned with the needs of today’s on-the-go active and convenience-oriented consumer. Screw caps in general are on the cutting edge of the wine industry and so it is an obvious choice for Wein-Bauer.
- Log onto www.turnmeredwine.com for more details.

APPROXIMATE RETAIL PRICE

- \$9.99 per bottle

AVAILABILITY

- Nationally

INFORMATION

For additional information, contact Manfred Bauer of Wein-Bauer, Inc. at 847-678-0685 or email bauer@weinbauer.com. Wein-Bauer is headquartered in Franklin Park, IL, just west of Chicago. Log onto www.weinbauer.com for more details. For media inquiries, contact Amy L. Levin, ALL Communications at 847-971.8621.

