

## FOR IMMEDIATE RELEASE

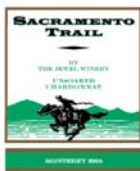
25 February 2007



### World Wine Agencies to launch 3 NEW BRANDS at Wine Institute of California Trade Tasting

#### Stand B4

Californian specialist World Wine Agencies will be unveiling three new product launches at this year's Wine Institute of California tasting.



Award-winning Jewel Winery will present its premium entry level brand Sacramento Trail, aimed at both the On- and Off-Trade. Taking its name and inspiration from the winery's location at the end of the Pony Express, the range features an un-oaked 2005 Monterey Chardonnay and single varietal White Zinfandel 2006, Merlot 2003 and Cabernet Sauvignon 2004 from Lodi.

*Sacramento Trail - RRP £4.99*

Making its debut in the UK Off-Trade is the unpretentious Saturday Red in nomacork, together with range extensions Saturday White and Saturday Pink.

*Saturday Red/White/Pink - on promo at 3 for £10  
Listings: Co-op*



Nicky Burston will also be showcasing the new On-Trade range from Paradise Point, including the 2005 Chardonnay and the 2004 Cabernet Sauvignon.

*Paradise Point - target wholesale price £3.95  
Listings: Rodney Densem, Manor House Wines, Harrison Vintners, Heritage Wines, P&O Ferries*

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#### Note to the editors:

World Wine Agencies is a rapidly emerging independent importer, distributor and broker of New World wines to UK. The highly focused team is headed up by seasoned industry professional, Nicky Burston, who has over 14 years experience in the wine industry - including a blue chip sales and marketing background from Diageo and Robert Mondavi. Understanding retailer needs and consumer buying behaviour is key to the success of World Wine Agencies. With a proven track record of responding to ever-evolving market conditions, the company works back from consumer demand, sourcing styles of wine that consumers really want and filling crucial gaps in the market: [www.worldwineagencies.com](http://www.worldwineagencies.com)

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