



**FOR IMMEDIATE RELEASE**

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**SAUVIGNON REPUBLIC DEBUTS SAUVIGNON SHOOTERS WITH NEW WINE FLIGHT PROGRAM**

*Two-ounce shot-like tumblers, placemats and tasting sheets created to offer unpretentious exploration of Sauvignon Blanc terroir*

SANTA ROSA, Calif. – Sauvignon Republic, inspired by the nation's innovative saké bars and ethnic eateries, has launched an educational wine flight program featuring stylish, skinny tumblers and placemats, offering restaurant and wine bar patrons (as well as in-home wine tasting hosts) an unpretentious way to explore global styles of Sauvignon Blanc. Beginning today, program materials are available on a first-come, first-serve basis to restaurants and wine bars interested in featuring Sauvignon Republic's international Sauvignon Blancs from America, New Zealand and South Africa.

Establishments interested in learning more about the program may contact their regional Wilson Daniels Ltd. market manager or e-mail [info@wilsondaniels.com](mailto:info@wilsondaniels.com). Consumers who are interested in hosting their own Sauvignon Republic global exploration flight parties are encouraged to visit [www.sauvignonrepublic.com/flight.html](http://www.sauvignonrepublic.com/flight.html) to download flight tasting mats, tasting notes and wine fact sheets, as well as find local retailers that sell Sauvignon Republic wines.

Similar to a traditional wine flight, the Sauvignon Republic program features three wines; however, it takes wine education to new heights through exploration and discovery of three distinct Sauvignon Blancs – all made under the direction of the same winemaker and using the same techniques, but made on three different continents: North America (a Russian River Sauvignon Blanc), New Zealand (a Marlborough Sauvignon Blanc) and South Africa (a Stellenbosch Sauvignon Blanc).

Founded in 2003, Sauvignon Republic's mission is to produce distinctively styled and flavorful wines from the world's finest Sauvignon Blanc growing regions. The winery founders – Winemaker John Buechsenstein (professor at the Culinary Institute of America, St. Helena, and the University of California, Davis), Chef John Ash (author and winner of a 2005 James Beard Foundation Award), Winegrower Paul Dolan (current chairman of the Wine Institute and a leader in sustainable viticulture) and Restaurateur Tom Meyer (industry veteran who founded North Carolina barbecue hot spot Q Shack) – are dedicated to creating a portfolio of international Sauvignon Blancs; wines that express the varietal's character as it changes from region to region.

Approximately 500 tumblers were produced for the program's debut. Additional glasses will be produced based on demand. Electronic versions of designed placemats, educational sheets and winemaker notes are available for convenient, quick downloading and printing in Adobe Acrobat PDF file format at [www.sauvignonrepublic.com/flight.html](http://www.sauvignonrepublic.com/flight.html). Printed placemats and tasting cards may be ordered through any establishment's Wilson Daniels Ltd. regional manager or local distributor sales representative. Please allow 2-3 weeks for printing and delivery.

The partners' first wine, a 2003 vintage Sauvignon Blanc from the Russian River Valley, was launched in 2004. Current releases include the **2006 Sauvignon Republic Marlborough Sauvignon Blanc**, released in fall 2006 (1,300 cases made), and the winery's second vintage from South Africa, the **2006 Sauvignon Republic Stellenbosch Sauvignon Blanc** (\$18), made landfall in September 2006 (2,250 cases produced). The **2006 Sauvignon Republic Russian River Sauvignon Blanc** releases this month (6,000 cases produced). Each bottling carries Sauvignon Republic's signature triangle-shaped label and a symbol indigenous to the wine's region of origin.

Buechsenstein, who also carries the title of Chief Explorer, grabs his passport and carefully explores prospective vineyards and makes the personal connection with Sauvignon Republic's winery partners. Sauvignon Republic decides when the grapes will be picked, as well as crush conditions and fermentation techniques. After Sauvignon Republic develops a label design, they bottle and import the finished wine themselves. It takes a lot of effort and flight time, but the partners created Sauvignon Republic with the goal of exploring the regions and personally crafting superior Sauvignon Blanc.

For additional information on Sauvignon Republic's global flight program, please e-mail [info@wilsondaniels.com](mailto:info@wilsondaniels.com). To download high-resolution photos of the flight program elements, please visit [www.sauvignonrepublic.com/press.html](http://www.sauvignonrepublic.com/press.html).

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