

Contact: Celene McDermott  
Redpoint Marketing PR, Inc.  
212.229.0119  
[mcdermott@redpointpr.com](mailto:mcdermott@redpointpr.com)

FOR IMMEDIATE RELEASE

## **WineCountry.com Introduces New Online Store Featuring Travel, Premium Products and Specialty Gifts**

Napa, Calif. – (Nov. 30, 2006) – WineCountry.com, the premier portal for regional wine country destinations throughout the United States, launches its newly enhanced website with an expanded online store for wine lovers seeking singular travel experiences or to purchase wine country gifts this holiday season.

The site's shop *Valley & Vine* features packaged wine gift sets, cookbooks, specialty products and wine country gourmet delights, while travelers will find a novel collection of more than 40 *Exclusive Experiences* offers to premium wine tastings and tours, festivals, culinary adventures and accommodations.

*Exclusive Experiences* include:

- Become the owner of a grape vine, from which a custom wine will be created
- Become winemaker for a day, blending a custom wine at a boutique winery
- Tour Napa and Sonoma County via a '47 Packard limousine convertible, visiting vineyards not regularly open to the public
- Focus on film and wine at the 10<sup>th</sup> Annual Sonoma Film Festival
- Perfect a swing with private lessons with a Sonoma Golf Club pro

In shop *Valley & Vine*, visitors will find an engaging assortment of wine-related gifts:

- Tulocay's "Made in Napa Valley" specialty foods and crates, featuring savory sauces, mustards, olive oils and their Gourmet Every Day Cookbook
- "A Perfect Pair" award-winning gourmet condiments, including cinnamon pear syrup and tomato pear chutney featuring Napa-grown pears
- "The Girl & The Fig" collection, including fig and olive mini body butters, candles, signature cookbooks and condiments like spiced fig caramel and chocolate
- Wine accessories and library of wine-related books, including travel guides and cookbooks from wine country's top chefs

-more-

A trusted authority on wine country travel and lifestyle in 12 California regions (Napa, Sonoma, Lake County, Mendocino County, Lodi, Gold Country, Livermore, Monterey County, Santa Cruz, SLO/Paso Robles, Santa Barbara and Temecula), as well as Oregon and Virginia, WineCountry.com has been the web's one-stop source for information on topics ranging from wine-related travel, events and dining to the most sought after tasting rooms and tours.

Established in 1994, WineCountry.com has emerged as the largest "niche" portal of its type, providing focused information and services for the wine country lifestyle consumer who seeks to stay informed on all manner of wine and culinary tourism topics. For more information, call 707.265.1835 or log on at [www.WineCountry.com](http://www.WineCountry.com).

# # #