



FOR IMMEDIATE RELEASE

Peirano Media Contact:
Mania Deldar
Peirano Estate Vineyards
P.O. Box 1992
Lodi, CA 95241
209-367-1305
mania@peirano.com

The Number One Selling Consumer Guide on Amazon.com Selects Peirano Estate Vineyards as One of “101 Wines Guaranteed to Inspire, Delight, and Bring Thunder to Your World”.

Star of WINELIBRARYTV.COM Gives his Seal of Approval for Peirano’s 2006 The Other- Red Blend

Lodi, CA, June 11, 2008- Gary Vaynerchuk, the face of “Wine Library TV” and the “first wine guru of the web media era,”^[1] selected Peirano Estate Vineyards’ 2006 The Other- Red Blend as one of the 101 Wines Guaranteed to Inspire, Delight, and Bring Thunder to Your World, the number one selling consumer guide book on Amazon.com. The 2006 The Other- Red Blend is the only wine to make the list out of the Lodi Appellation.

Tens of Thousands of wines from around the world were tasted by the “Wine Library TV” host, who pulls in an average of 80,000 self described “Vayniacs” daily, before he came up with the final list of 101 wines.

According to Cori Brown of the Los Angeles Times, “If there is a go-to wine guy for today’s twenty-somethings -- assuming this herd of cats would follow anyone -- that guy is Gary Vaynerchuk,” mainly in part due to his “disarmingly honest” and “unpretentious, gonzo approach to wine appreciation”.^[2]

“He’s become the wine industry’s golden child, credited with contributing to the invigoration and rejuvenation of a more open and approachable wine market,” says Brian Solis, Principal of FutureWorks, an award-winning PR and New Media agency in Silicon Valley.^[3]

According to Vaynerchuk, the wines in his book are “the ‘it’ wines, the real shizz, the wines that bring thunder. Of course, quality is paramount, and each wine in this book is truly superb... I have selected wines that break down barriers, create new styles, and ooze charisma... They are simply the most exciting wines I have encountered and now want to share them with you”.^[4]

Vaynerchuk describes Peirano’s 2006 The Other- Red Blend (60% Cabernet, 30% Merlot, and 10% Syrah) as a wine that “offers strawberry and a lot of exotic dark fruit, great tannins and good backbone with nice richness... That character along with all the cherries and strawberries, has cinched my opinion that while this wine may not have a grape name listed on the front label, it is way superior to most of the generic Cab and Merlot I see people drinking in this price range.”^[5]

Vaynerchuk goes on to say, “So please, put down the K-J, the Simi, the Franciscan, the Rodney Strong. Put down the Benzinger, and for God’s sake put down the Clos du Bois! Get over the grape variety hang-up. With really pretty fruit and earthy jamminess, this blend of three great grapes offers way more character than many of those one-dimensional wines at the same price.”^[6]

For some time now, the 2006 The Other- Red Blend has been Peirano Estate Vineyards’ fastest selling wine. Vaynerchuk’s endorsement not only solidified the fact that Peirano’s loyal customers have good taste, but has catapulted this popular wine into another stratosphere.

About Peirano Estate Vineyards

In 1879, Giacomo Peirano arrived in San Francisco from Genoa, Italy. In the early 1880's, he moved to what is now Lodi and began planting and farming one of the first vineyards in what has become the heart of the Lodi Appellation. Over the ensuing decades, he firmly established the Peirano name in this region, and in doing so, he helped to pioneer the heritage of grape growing and wine making in the Lodi appellation. The original 300 acre estate is still the center of our grape growing operations and includes perhaps the largest single block of old, head-trained, natural rooted Zinfandel remaining in California. Five generations later, the Peirano family tradition still carries on, but with a renewed dedication towards producing the highest quality level of award winning wines. For more information, please visit www.peirano.com.

###

Peirano, the Peirano logo, and Peirano products are trademarks of Peirano Estate Vineyards. All rights reserved.

References

- ¹ Crosariol, Beppi. "YouTube wine guru: A subtle hint of 'Big League Chew'" Globe Life 23 January 2008.
<<http://www.theglobeandmail.com/servlet/story/RTGAM.20080123.wldecanter23/BNStory/lifeFoodWine/home>>
- ² Brown, Cori. "Wine Library TV: Robert Parker for a new generation?" LA Times, 12 March 2008.
<<http://www.latimes.com/features/printedition/food/la-fo-youngwineside12mar12,1,5273098.story>>
- ³ Solis, Brian. "Gary Vaynerchuk Puts the Social in Social Media," PR 2.0, 03 March 2008.
<<http://www.briansolis.com/2008/03/gary-vaynerchuk-puts-social-in-social.html>>
- ⁴ Vaynerchuk, Gary. 101 Wines Guaranteed to Inspire, Delight, and Bring Thunder to Your World. New York: Rodale, 2008
- ⁵ Vaynerchuk, Gary. 101 Wines Guaranteed to Inspire, Delight, and Bring Thunder to Your World. New York: Rodale, 2008
- ⁶ Vaynerchuk, Gary. 101 Wines Guaranteed to Inspire, Delight, and Bring Thunder to Your World. New York: Rodale, 2008