

**FOR IMMEDIATE RELEASE**

## **TastingRoom<sup>TM</sup> Unveils Innovative T.A.S.T.E. Technology<sup>TM</sup> to Decant and Deliver Perfectly-Preserved Sample-Sized Wines**

*Seghesio Vineyards Ships the Industry's First Tasting Kits Using T.A.S.T.E. Technology Packaged for Consumers and Trade*



(December 17, 2009) – HEALDSBURG, California - TastingRoom Inc., today unveiled an unprecedented industry decanting and wine sampling innovation to give wineries the ability to offer authentic, sample-sized tastes of their bottled wines from perfectly-preserved, small (50ml) glass bottles and tasting kits. TastingRoom<sup>TM</sup> creates these unique tasting samples via its new, patent-pending T.A.S.T.E. Technology<sup>TM</sup> (Total Anaerobic Sample Transfer Environment), to deliver wineries sampling formats for direct-to-trade and direct-to-consumer sales and marketing efforts. The innovative decanting and packaging technique preserves the integrity of the wine, enabling wineries to deliver a “perfect pour” and allowing customers to taste and experience wines as if they were sitting at the tasting room bar. Seghesio Vineyards is the first to ship the new packaged tasting kits with other premium brand wineries announcing soon.

While a “try and buy” sampling technique has been a mainstay of the winery business through tasting rooms and distribution sample efforts, never before have wineries been able to distribute smaller wine samples that duplicate the taste of a larger, finished bottle.

In addition to ensuring preservation of taste, TastingRoom’s high-quality packaged six-pack (or tasting flight) is an easy and lower cost way to reach and expose customers and distribution channels to wines.

### **T.A.S.T.E. Technology: Perfectly-Preserved Mini Wine Samples**

TastingRoom worked for more than a year to develop the T.A.S.T.E. Technology, alongside notable industry partners, top Napa and Sonoma wineries, academic enology scientists and Tragon Corporation, the world’s leading sensory evaluation company.

Using T.A.S.T.E. Technology, wine is transferred directly from larger bottles into its new smaller formats in a sealed, zero-oxygen chamber. The cutting-edge production facility and equipment was designed from the ground up to be a high-volume, commercial solution. A focus on wine quality drives every step of the transfer and testing process, so that wineries can be assured that the samples are a true representation of their wine.

"I know firsthand that wineries and winemakers pour their heart and soul into their wine," said Tim Bucher, founder of TastingRoom, Inc. and inventor of T.A.S.T.E. Technology™, (and also a technology and food & beverage veteran). "Everything we're doing on the production side is focused on 100% quality delivery making sure that a winery can be as proud of the 50ml samples as they are of their original-sized bottles."

"The test results speak for themselves," claims Jane Robichaud, Vice President of Sensory and Consumer Insights at Tragon Corporation. "TastingRoom, Inc. has created an advanced technology that has shown it faithfully represents the source wine. Their oxygen-free, end-to-end production environment is a significant accomplishment in wine bottling."

### **Seghesio Vineyards Ships the Industry's First Sample Kits Using T.A.S.T.E. Technology™**

Seghesio Vineyards is the first winery to work with TastingRoom and their T.A.S.T.E. Technology to decant, package and ship packaged tasting kits of their top wines and upcoming varietal releases. The first packages were delivered to a select group of their customers and featured the 2007 Cortina Zinfandel, 2007 San Lorenzo Zinfandel, 2007 Old Vine Zinfandel, 2006 Omaggio, 2005 San Lorenzo Petite Syrah and the 2004 Aglianico. These tasting kits are also being shipped through the wholesale channel to facilitate wine presentations to top retail and restaurant accounts.

"This is something my family and I believe will be revolutionary for the wine industry," said E. Peter Seghesio, CEO and winegrower, Seghesio Vineyards. "We're excited to be the first winery to bring our tasting room experience directly to our customers, as well as to be able to work with our distribution partners across the county to deliver new releases to top restaurant and retail buyers nationwide. With so many wineries making account calls to the trade, the luxury of giving top buyers the opportunity to taste our wines in a kit form at a time that's most convenient to them is a great advantage. The marketing and sales uses and possibilities for this type of product offering are endless."

TastingRoom, Inc. is based in Sonoma County, with offices in Silicon Valley, Napa Valley and Paso Robles. For more information on Tasting Room, Inc. or T.A.S.T.E. Technology, email [info@tastingroom.com](mailto:info@tastingroom.com).

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