

FOR IMMEDIATE RELEASE

Contact: Rebecca Rader
206.973.1743
r_rader@winebow.com

Megan Hardy
206.973.1756
m_hardy@winebow.com

ROOT: 1 WINES ADDS PINOT NOIR TO ITS BEST-SELLING LINEUP

NEW JERSEY – September 14, 2011 – America’s favorite super-premium Chilean brand, Root: 1 is adding a new varietal to its esteemed lineup, an elegant Pinot Noir from Chile’s premier cool climate region, Casablanca Valley. Root: 1 Pinot Noir 2009 is grown on pure, ungrafted roots, producing an authentic Pinot Noir with intense fruit flavors. According to AC Nielsen, Pinot Noir is the fastest growing red varietal in the United States.

“While Chile is widely known for its extraordinary Cabernet Sauvignon and Carmenere varietals, Pinot Noir is one of the country’s fastest growing varietals,” said Lori Tieszen, Executive Director, Wines of Chile USA. “There are a growing number of cool-climate vineyards producing first rate Pinot Noirs that are earthy, delicate and very food friendly.”

Root: 1 Pinot Noir is crafted from selected vineyards located less than 15 miles from the Pacific Ocean in Casablanca Valley’s Tapihue region. Tapihue offers the perfect micro-climate with maritime breezes that keep temperatures cool while bright daytime sun encourages a lengthy growing season. Soft and mouthwatering, Root: 1 Pinot Noir 2009 is deep ruby in color with bright, intense aromas of cherry and raspberry, with lively acidity, elegant, soft tannins and a long finish.

According to AC Nielsen (July 2011, US Food and Liquor), Root: 1 is the best-selling, fastest-growing Chilean wine over \$10. Available nationwide, Root: 1 Cabernet Sauvignon, Carmenere and Sauvignon Blanc are \$12.99 and Root: 1 Pinot Noir \$13.99.

Handcrafted by Viña Ventisquero, Root: 1 wines are estate grown using sustainable viticulture practices.

For more information visit root1wine.com

#####