

For Immediate Release

## **Turn Me Riesling Gets ‘Gold Medal’ Award**

### ***Wins Top Honors in Beverage Testing Institute’s World Value Wine Challenge***

**(Chicago, IL -- October 2007)** – In what is one of its most prestigious recognitions to date, Wein-Bauer, Inc.’s new Turn Me Riesling received the “Gold Medal” award from the Beverage Testing Institute (BTI) in its 2007 World Value Wine Challenge.

The Riesling was awarded a 90 rating in the “top 10 white wines under \$10” category of the annual world wine challenge and is one of the highest (among the top 5) German Rieslings to ever be awarded a 90 score in this price range according to BTI.

Says Manfred Bauer, owner of Wein-Bauer, Inc., “We are really excited about this award because it just confirms what we knew from the beginning to be an excellent tasting value wine. Our Turn Me Riesling truly plays in the same league as some of the prestigious estate wines at an affordable price.”

According to Jerald O’Kennard, Director of BTI, “The Turn Me Riesling is a very attractive, fruity and subtly complex German Riesling that brings the best qualities that dry German Rieslings have to offer to the consumer at a fantastic price. It is one of the highest rated German Rieslings at this point that we’ve seen in recent years, and will work great at the table or as a sipper.”

Turn Me Riesling wine, introduced this summer, retails for \$9.99, and is from the Nahe region of Germany. According to retailers that carry the wine, it is a top-selling Riesling given its great taste and price point.

#### **Riesling on the Rise**

According to the IMPACT DATABANK, the future looks bright for German Riesling, which it estimates to have sold 1.75 million 9-liter cases in the U.S. last year, a 13% increase over 2005. Only New Zealand Sauvignon Blanc grew faster in 2006 among all “major” white imports. German Riesling volume in the U.S. has doubled in the past 5 years.

Imported Rieslings amounted to 2.44 million cases in 2006, up 36% vs. 2005. Growth was even faster than Germany’s because of recent introductions from Australia, Italy, Argentina, etc. Riesling was the fastest-growing major white import in 2006, and second only to Pinot Noir among all major imports in the U.S.

IMPACT DATABANK projects an incredible 64% growth rate for all imported Riesling this year.

Total Rieslings (domestic and imported) amounted to more than 4 million cases in 2006. U.S.-produced Riesling-growth equaled that of Germany’s last year, and Riesling is the 4<sup>th</sup> largest-selling white varieties in the U.S. after Chardonnay, Pinot Grigio and Sauvignon Blanc (and 8<sup>th</sup> overall).

IMPACT DATABANK projects a 44% growth rate in 2007 for total Riesling in the U.S.

Bauer agrees that this up trend in Riesling consumption will continue as people become more aware of different tastes from different regions of the world. Many people today are looking to explore international tastes without it hitting their pocket book, especially at this important holiday time of year.

In fact, Bauer suggests that Riesling is a great wine paired with poultry and Thanksgiving turkey since the fruity dryness of his Turn Me Riesling helps to balance and compliment the evenness of the taste of turkey.

**About Beverage Testing Institute**

Founded in 1981, Beverage Testing Institute is the premier independent alcoholic beverage review organization in the U.S. It reviews more than 5,000 wines, beers and spirits annually utilizing a proprietary blind tasting methodology that has been praised as the best in the business, and strictly conforms to the American Society of Testing and Materials guidelines. See [www.tastings.com](http://www.tastings.com) for more information.

**More on Wein-Bauer, Inc.**

Bauer's other product in the Turn Me series of wines, Turn Me Red, was awarded the Silver Medal in the Beverage Testing Institute's "Chicago Value Wine Challenge of Top 50 wines \$15 and under" in 2005. Both Turn Me Red and Turn Me Riesling are imported exclusively by Wein-Bauer. See [www.turnmeredwine.com](http://www.turnmeredwine.com) for more information.

As the premier importer of distinctive wines in the U.S., the 27-year old company is consistently bringing special wines, beers and spirits that are among the best in the world. Today, Wein-Bauer employs 35 people, and sells more than double the products they did just 10 years ago. For more information, visit [www.weinbauer.com](http://www.weinbauer.com) or call 1.847.678.0685.

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