

PARLAY

ROSÉ OF PINOT NOIR

California's bounty barreled and poured with Brooklynites' artisanal approach

PRESS RELEASE

Marking this summer's return of warm cloudless days is the release of the 2008 Parlay Rosé of Pinot Noir Wine. Kahlil and Casey Lozoraitis, the spirited husband-and-wife team, have created a noteworthy limited-production California rosé that delights sophisticated and eclectic palates alike.

"Above all, we wanted to create a wine that is fun, young in attitude, and approachable. The wine industry can be standoffish and expensive, so we decided to do something different," said Casey, a graphic designer and daughter of Sonoma wine producers. Tailored for an urbane but down-to-earth audience, Parlay delivers a superior quality product that is accessible.

From terroir to table

The Brooklyn-based couple partnered with a Sonoma winemaker to create Parlay. In a departure from traditional French and Argentinian Rosés made from Granache, the Parlay team used pedigreed Pinot Noir grapes from the renown Sonoma Coast. Aged in new oak, the result is a delightfully approachable Rosé with a strong structure, that boasts notes of lush berries and apricot accompanied by a subtle hint of spice.

"Parlay Rosé is about spending time with people who have a zest for life. Our Rosé is for those of us who have some life experience, and a tested approach to enjoying good times and friends," said Kahlil, a digital brand strategist and bon vivant. At \$18 per bottle and available online, Parlay delivers a tasty, high-quality product at a recession-friendly price.

Parlay --verb 1. to bet or gamble

The story behind the name Parlay--also a betting term--has special significance. By definition, "parlay" means "to use ones assets to achieve a desired success" or, simply put, to improve on a bet. Similarly, Parlay inspires merriment at any summer event, whether it's a gathering on a roof deck, great lawn, or small boat, and turns it into something spectacularly memorable.

"It is a risk to make this wine, but we have a long-standing passion for wine and an entrepreneurial spirit and we're doing it anyway. We're calling it what it is—a gamble. But like the word implies, we're helping wine lovers parlay these difficult times into something more enjoyable," said Kahlil.

About 2008 Parlay Rosé Wine

Made from grapes grown in Northern California's Sonoma Coast, known for it's world class Pinot Noir grapes, this Rosé is 95% Pinot Noir and 5% Syrah and aged in new oak barrels. There is a limited production--only 150 cases--and it was created specifically for summer drinking.

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About the Proprietors

Both Kahlil and Casey Lozoraitis love the camaraderie of enjoying wine with friends, and have professional connections to the industry. Kahlil tells many stories of participating in the Crush in the Napa Valley, an annual harvest rite of passage. A creative branding professional, Kahlil holds a double masters in business and international relations. While pursuing his degree in Italy, he founded the Bologna Center Wine Society, a cultural exchange and wine appreciation organization that hosted top vintners from across Europe.

Casey's wine industry expertise comes from working for her parents boutique winery, Churchill Cellars, in the Russian River Valley. She helps them fine tune the branding and marketing of their premium Pinot Noir wines. Casey is an experienced graphic designer who has created product and packaging campaigns for fortune 500 companies, creative agencies and non-profits. Casey employed her graphic design skills to create a look and feel that accurately reflect the character of the wine.

For more information:

Casey and Kahlil Lozoraitis

Email: casey@parlaywine.com

Phone: 510-326-9017

Web: parlaywine.com

