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**BRING YOUR RED WINES TO LIFE  
WITH THE NEW VINTURI DELUXE AERATOR SET  
*FEATURING THE NEW VINTURI TOWER, ALSO SOLD SEPARATELY***

CARLSBAD, Calif. – Elevate your wine experience using the Vinturi Deluxe Aerator Set, which includes the bestselling Vinturi Red Wine Aerator and new Vinturi Tower. Endorsed and available at over 200 Napa Valley and Sonoma wineries, the Vinturi Red Wine Aerator accelerates the breathing process of red wine, for full enjoyment from the very first sip.

The Deluxe Aerator Set makes it easier than ever to savor the peak flavors and aromas of properly aerated red wine. An elegant curved acrylic Tower holds the Vinturi Red Wine Aerator at the ideal height to pour red wine through it and into the glass, creating a dramatic presentation with practical appeal.

Now for the first time, you can easily open bottle after bottle of red wine – or one special bottle at the spur of the moment – knowing that each glass poured through the Vinturi will immediately deliver a better bouquet, enhanced flavors and a smoother finish.

No more waiting for wine to decant; this essential, must-have tool is for anyone who enjoys red wine. The Vinturi breaks down the aeration process into one simple action that requires only the time it takes to pour a glass of wine.

The 7-piece set includes the Vinturi Red Wine Aerator, Tower Arm, Tower Base, No-Splash Grate, Sediment Filter, No Drip Stand and Travel Pouch.

For the millions of people who already own a Vinturi Wine Aerator, the Vinturi Tower (Tower Arm, Tower Base and No-Splash Grate) is also sold separately. Its two-piece design makes it easy to store and clean.

“The Vinturi Wine Aerator is a beautifully designed tool for wine lovers, allowing instant gratification for full bodied taste without the wait. The new elegant Tower adds ease and practicality to the Vinturi experience and brings a sense of refinement to the art of decanting,” said Charlie Palmer, Chef and hospitality restaurateur.

The Tower Base holds the glass in place, perfectly positioned for the pour. Simply pour wine through the Vinturi and into a glass, fully aerated and ready to enjoy. The Vinturi Red Wine Aerator draws in and mixes the proper amount of air for the right amount of time, allowing wine to display its intended aromas, improving its mouthfeel, softening the tannins, and creating a smoother, more richly flavored wine. The result is an exceptional wine experience to savor with good food, friends and family.

The handsome design complements any table, countertop or home bar. The streamlined vertical design has a small footprint.

The Sediment Filter makes decanting easy. Another design detail that will be appreciated is the Tower No-Splash Grate. This cleverly designed feature prevents drips from creating a puddle or splashing. Any drips are directed out and away to be absorbed in the fine mesh grate.

The patent-pending design of the Vinturi is based on Bernoulli's principle, which states that as the speed of a fluid increases, the pressure within it decreases. This principle accelerates the natural blending of air and wine revealing the true essence and character of reds. The market for wine aeration tools is taking off as consumers discover how surprisingly well the Vinturi innovation works.

The Travel Pouch meets consumers' demand for taking the Vinturi Red Wine Aerator with them to enhance any red wine they may drink.

Suggested retail prices are \$69.95 for the Vinturi Deluxe Aerator Set and \$39.95 for the Vinturi Tower. They are available at specialty and online retailers including Brookstone (stores, [www.brookstone.com](http://www.brookstone.com), 800-926-7000), Sur La Table (stores, [www.surlatable.com](http://www.surlatable.com), 800-243-8852), BevMo! ([www.bevmo.com](http://www.bevmo.com)), Wine Enthusiast (800-356-8466, [www.wineenthusiast.com](http://www.wineenthusiast.com)), and [www.vinturi.com](http://www.vinturi.com).

Vinturi also markets the Vinturi Red Wine Aerator and the new Vinturi White Wine Aerator, the first-ever aeration tool designed exclusively for use with white wine.

For more information, visit [www.vinturi.com](http://www.vinturi.com).