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PR Contact:
Field & Associates, 713-869-1856
Katrina Esco, Sarah Sims
info@fieldpr.com, www.fieldpr.com

Vinturi: www.vinturi.com

A TOAST TO A MORE ENJOYABLE GLASS OF WINE WITH THE VINTURI RED WINE AERATOR

CARLSBAD, Calif. – A breakthrough wine accessory hailed by Napa wineries and experts, the Vinturi Red Wine Aerator is designed to decant red wine in the time it takes to pour a glass. It allows red wine to breathe to release its intended flavors and aromas.

“Wine opens up and tastes better when it has been allowed to breathe,” said Rio Sabadici, Vinturi’s inventor. “Vinturi accelerates the breathing process, enabling consumers to fully enjoy their wine from the very first sip, rather than waiting an hour or more for traditional decanting.”

Simply hold the Vinturi Red Wine Aerator over a glass and pour wine through. Beautifully designed to blend form with function, it draws in and mixes the proper amount of air for the right amount of time, allowing wine to breathe instantly.

“It’s a good idea to aerate wine,” said Anthony Dias Blue, one of the country’s most influential wine personalities. “Vinturi is an item that you can use to aerate wine right into the glass.”

A More Enjoyable Glass of Wine

Vinturi instantly delivers a better bouquet, enhanced flavors and smoother finish. Any wine that benefits from aeration will be improved by Vinturi:

Better bouquet: Sample the nose of the wine. You’ll appreciate the subtle aromatic differences and the full aroma of the wine. Vinturi allows wine to display its intended aromas.

Enhanced flavors: Take a sip. Vinturi aerated wine tastes better, richer and more expensive; more flavorful with better mouthfeel.

Smoother finish: Vinturi aeration is very effective at softening tannins that result in a much more pleasant finish. Any bitterness or bad aftertaste is reduced or eliminated.

According to an independent double blind tasting conducted by Vinqury Wine Analytics in Napa, "The same bottle of wine treated with Vinturi was higher in overall flavor intensity and mouthfeel...higher in red color intensity and overall aroma intensity...more true to type and of higher quality."

"I'm thrilled at how well Vinturi has been received by the wine industry and the Napa Valley wineries that are using Vinturi in their tasting rooms," said Rio Sabadicci.

The patent-pending design applies Bernoulli's principle, which states that as the speed of a moving fluid increases, the pressure within the fluid decreases. When wine is poured in the Vinturi, its design creates an increase in the wine's velocity and a decrease in its pressure. This pressure difference draws in air, which is mixed with wine for perfect aeration.

The Vinturi Red Wine Aerator is endorsed and available at more than 100 Napa and Sonoma wineries, including: Acacia Vineyard, Alpha Omega Winery, Atalon Winery, Beaulieu Vineyard, Bouchaine, Charles Krug, Cline Cellars, Clos Pegase Cornucopia, Elan Vineyards, Envy Wines, Freemark Abbey, Hope and Grace Wines, Luna Vineyards, Markham Vineyards, Merryvale, Moon Mountain Vineyard, Peju Province Winery, Regusci Winery, Robert Mondavi Winery, Sterling Vineyards, Turnbull Wine Cellars and V. Sattui Winery.

The suggested retail price is \$39.95. It is widely available at www.amazon.com, Bed Bath & Beyond, Brookstone, Crate & Barrel, Sur La Table, Wine Enthusiast, Wine Library, Whole Foods, and www.vinturi.com. For more information, contact www.vinturi.com.

About Vinturi

From Exica, Inc., Vinturi is a sleek, elegant wine accessory designed to speed up the aeration process with ease and convenience. The result is wine with the best possible flavor, aroma and finish released for consumers to savor. Vinturi inventor Rio Sabadicci collaborated with top industrial designers to develop this unique product that combines form and function to enhance the wine experience. The Vinturi Red Wine Aerator was introduced in May, 2007, and the Vinturi White Wine Aerator in April, 2009.