

## CELEBRATE THIS HOLIDAY SEASON WITH FLASQ WINES Convenient Aluminum Bottles are Ideal for Parties and Gifts

**ST. HELENA, NAPA VALLEY, Calif. – November 29, 2011** – With the excitement and demands of the busy holiday season already here, you may be looking for a portable and easy-drinking wine for your lively social calendar. [FLASQ Wines](#) offers an ideal solution for party hosts, guests and gift-givers such as “Old St. Nick.” Created by St. Helena, Calif.-based, JT Wines, FLASQ is Great Wine, Any Time, and particularly during the holidays, in its signature, screw cap aluminum bottles.

Available in more than 30 states across the country, FLASQ is the first domestic wine packaged in 100% recyclable, aluminum half-bottles (two generous glasses). “FLASQ Wines is going boldly where wine in a glass and cork screws have not gone before,” said Jennifer Schreiber, partner and vice president of sales and marketing for JT Wines. “Whether you’re entertaining or giving the gift of wine this season, FLASQ delivers shatter-proof, quick-chilling and sustainable aluminum bottles, and it boasts varietals hailing from the leading California wine regions. Bottom line, FLASQ provides a modern, convenient, socially responsible and fun approach to the enjoyment of wine.”

“It’s inevitable,” continued Schreiber. “You’re walking through the airport on the way to your next gate, or you’re rushing around town from one errand to the next, and you remember you need to purchase wine for a gift. You can buy bottles of FLASQ at select Vino Volo airport shops, Whole Foods Markets, Total Wine & More and other premier retailers. FLASQ is a quick, easy and cool gift that is sure to be noticed.”

Today, FLASQ features Chardonnay and Merlot blends from California’s prominent Monterey and San Luis Obispo counties, and the new Cuvée Blanc calls Sonoma’s Alexander Valley home. The 375ml half-bottles generally sell for \$6.99 each (varies by market). To find FLASQ at local retailers, please visit <http://bit.ly/vqUfWP>.

### **About FLASQ Wines**

Created by JT Wines of St. Helena, Calif., FLASQ Wines is the first line of domestic wines packaged in 100% recyclable and quick-chilling, 375ml aluminum bottles. With Chardonnay, Merlot and Cuvée Blanc varietals hailing from California’s renowned wine regions, FLASQ offers a convenient, socially responsible and fun approach to the enjoyment of wine. It’s Great Wine, Any Time. For information or online purchases, please visit [www.FLASQwines.com](http://www.FLASQwines.com). FLASQ Wines can also be found on [Facebook](#) and Twitter ([@FLASQwines](#)).

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