



Fortessa, Inc. 800.296.7508

**MENDOCINO WINE GROWERS
PARTNER WITH SCHOTT ZWIESEL**

FOR IMMEDIATE RELEASE:

Sterling, VA -- The Mendocino Wine Growers Alliance linked up with Schott Zwiesel to add the glamour and sparkle of fine crystal glassware to the gala wine events at its eighth-annual Mendocino Wine Affair, held in Hopland and Ukiah, CA, in June.

“As a sponsor, Schott Zwiesel, with its beautiful crystal glassware, helped us showcase the bounty of Mendocino County and contributed to making our annual event a resounding success,” said John Enquist, executive director of the Ukiah, CA-based Alliance. The two-day event, staged with a country-western theme, drew a record crowd and raised funds for several local health institutions and charities, Mr. Enquist said.

Highlighting the county’s winegrowing assets, this year’s program included a BBQ “wine round-up,” with “Red, Pink and White” wines; a garden “pour” by more than 50 wineries; and the main event, a festive dinner and auction – with wines served in elegant Forté tritan stemware: the 13.6-oz. professional-grade glass, selected for its perfect balance that equally enhances red and white wines; and the Champagne flute. At the sumptuous auction dinner, held under the stars, guests raised Champagne toasts in the signature Forté flute.

“We’re pleased to have played a part in presenting the unique ‘tastes of Mendocino’ and the expertise of this important area of winemaking,” said Chad Price, vice president of glassware products for Schott Zwiesel’s marketing partner, Fortessa, Inc. “Our stemware’s qualities help to create the World’s Best Crystal Glass and are superbly suited for the presentation and enjoyment of these fine wines.” Schott Zwiesel products, available in North America through Fortessa, based in Sterling, VA (www.fortessa.com), are valued by world wine authorities for their trendsetting designs and innovative technology benefits. The latest breakthrough from Schott Zwiesel is tritan crystal glass, which combines the beauty of fine crystal with durability for everyday use – features of the Forté glasses that served the Mendocino Wine Affair.

Proceeds of the event exceeded \$136,000.00, for the benefit of the Mendocino Winegrowers Foundation, in support of the Ukiah Valley Medical Center and other charitable organizations in the Mendocino wine country, Mr. Enquist said.

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