

# WINE COUNTRY *This Week*

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## **TastingRoom.com™ Announces New Series of Celebrity Wine Samplers Curated by Chef Michael Chiarello**

**TastingRoom.com extends their celebrity sampler collection by introducing Michael Chiarello Styles of Chardonnay and Holiday Pinot Noirs**

TastingRoom.com, the first e-commerce website that offers consumers a unique way to discover and taste wines from around the world, has partnered with renowned chef Michael Chiarello to curate exclusive "Signature Series" wine samplers. The samplers, Michael Chiarello ... Styles of Chardonnay and Michael Chiarello ... Holiday Pinot Noirs, are comprised of six mini (50ml) bottles of wine complete with tasting notes, food/wine pairings and more.

"TastingRoom.com is dedicated to making the wine industry more approachable to consumers, similar to the way Michael Chiarello introduces everyday cooks to new ingredients and global cuisine," says Tim Bucher, TastingRoom.com CEO. "We are thrilled to partner with such a prestigious chef known for his extraordinary palate and culinary skill and offer our customers the opportunity to sample some of the chef's favorite wines from around the world."

TastingRoom.com's wine samplers introduce consumers to new wines via collections of six mini bottles which are delivered direct to consumers. The company partners with premier wineries from around the world and features guest curators, including sommeliers and chefs like Chiarello. Consumers sample the wines and then have the option to buy full-size bottles. "At TastingRoom.com we are revolutionizing how consumers discover wine – we are essentially the iTunes of the wine industry," says Bucher.

Michael Chiarello, an award-winning chef/owner of the critically acclaimed Bottega restaurant in Napa Valley, is himself a vintner of acclaimed Napa Valley wines. Each of his exclusive wine samplers reflects his distinctive perspective on food and wine developed from three decades of cooking for and with Napa Valley's best winemakers. "I've chosen my flights because these wines are exciting, and the TastingRoom.com experience is the ideal way to explore the world of wines before selecting the ones that are right for you. As a vintner myself, I see TastingRoom.com as the most important innovation to bless the wine industry in years."

Michael Chiarello's new "Signature Series" wine samplers can be found for \$32.99 on the TastingRoom.com website. For more information, visit [www.TastingRoom.com](http://www.TastingRoom.com).