



TastingRoom.com™ Announces a Partnership With Cost Plus World Market to Bring "Wines by the Glass" to Retail

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SOURCE TastingRoom.com

SAN FRANCISCO, Nov. 17, 2011 /PRNewswire/ -- TastingRoom.com, the first e-commerce website that offers consumers a unique way to "try before you buy" wines from around the world via exclusive wine samplers, announced today its partnership with Cost Plus World Market (worldmarket.com). The partnership with the specialty retailer, which features an ever-changing selection of home decor, furnishings, gourmet foods and over 500 international wines, will provide customers with the opportunity to take home a variety of luxury wines by the glass.

"As a leading beverage retailer, Cost Plus World Market is always looking for new ways to satisfy our customers' needs. Cost Plus World Market is proud to partner with TastingRoom.com as we admire their innovative wine transfer technology, creative wine packaging and established winery partners," said Matthew Gee, Cost Plus World Market's Vice President of Food & Beverage. "Together, we are offering consumers an experience that up until now has only been available at restaurants."

The joint venture brings together the cutting edge technology of TastingRoom.com and the extended reach of the Cost Plus World Market retail stores. "We're excited to work with Cost Plus World Market to introduce our newest product, 'Wines by the Glass,'" said TastingRoom.com CEO Tim Bucher. "Our new 'Wines by the Glass' product will enable Cost Plus World Market customers to discover some great wines while our proprietary transfer process ensures each glass tastes as good as the full-size bottle." Customers can buy both the 100ml Wines by the Glass product and the full-size 750ml bottles at Cost Plus World Market stores.

TastingRoom.com created three different Wines by the Glass selections, which retail for \$24.99-\$34.99 at over 200 Cost Plus World Market stores across the country. Each winery's selection features four 100ml bottles of its premium wines. These participating wineries include: Duckhorn Wine Company, Pine Ridge (part of Crimson Wine Group) and Boisset Family Estates. The TastingRoom.com "Wines by the Glass" selections include:

The **Duckhorn Portfolio Wines by the Glass** four-pack includes:

- Duckhorn Napa Valley Sauvignon Blanc 2010
- Migration Pinot Noir 2008
- Decoy Merlot 2009
- Decoy Zinfandel 2009

The **Boisset Family Estates Wines by the Glass** four-pack includes:

- Buena Vista Carneros Pinot Noir 2008
- DeLoach Russian River Valley Zinfandel 2009
- Lyeth Meritage 2009
- Raymond Family Classic Cabernet 2008

The **Pine Ridge Wines by the Glass** four-pack includes:

- Pine Ridge Dijon Clones Chardonnay 2009
- Pine Ridge Napa Cabernet Sauvignon 2008
- Forefront Pinot Noir 2009
- Forefront Cabernet Sauvignon 2008

Traditionally, TastingRoom.com has been known for creating wine samplers that feature six 50ml mini bottles that hold 1.7 oz. of wine each. The new "Wines by the Glass" offering still provides consumers with the opportunity to "try before you buy" full bottles of wine, but now wine lovers can enjoy a full glass as part of the wine discovery experience.

About Cost Plus World Market

Cost Plus World Market operates 258 stores in 30 states under the names "World Market" and "Cost Plus World Market." The store features an ever-changing selection of casual home furnishings, housewares, gifts, jewelry, decorative accessories, over 500 international wines, gourmet foods and beverages offered at affordable prices and imported from more than 50 countries. Many items are unique and exclusive to World Market and are regularly supplied by an international network of individual and regional artisans developed over the Company's more than 50 years in the import business.

About TastingRoom.com:

TastingRoom.com™ is the first-ever website destination for wine tasting. Their unique "try before you buy" service allows consumers to experience at home what previously could only occur at wineries and wine bars: taste wine in small samples without purchasing a full-size bottle. TastingRoom.com partners with top wineries to create wine sampler collections comprised of six wines in mini bottles. Each mini bottle contains 1.7 ounces of wine – the equivalent of a generous tasting room pour. The minis are labeled to match the originals and are beautifully packaged with wine descriptions and tasting notes. The web service also helps customers rate and track their wines and offers additional information on wineries, wine tasting tips and tools.

TastingRoom.com uses its patented TASTE Technology™ to transfer wine directly from larger wine bottles (750ml and up) into smaller formats in a sealed, zero-oxygen chamber. A focus on wine quality drives every step of the transfer and testing process so that wineries and consumers alike can be assured that the samples are a true representation of the wine. Each sample reflects the same flavors and aromas as the full-sized bottle from which it came. TastingRoom.com customers can be confident they'll enjoy every bottle they buy because they've already sampled the wine.

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