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For Immediate Release

Wein-Bauer Adds a Riesling to its “Turn Me” Series

(Chicago, IL, February 2007) – Veteran importer and distributor Manfred Bauer of Wein-Bauer, Inc. announces the addition of a Riesling to his “Turn Me” series. A much drier Riesling than what is on the market today. The new Turn Me Riesling at under \$10 a bottle. This is a move he hopes will generate a new Riesling buyer and audience to try it for the first time.

“There’s no doubt that Rieslings are popular when paired with certain foods,” acknowledges Bauer, “but my goal in introducing a drier style Riesling to the U.S. market is to get away from the overly sweet style Riesling that is widely distributed. There’s such a heightened awareness of many global offerings today in both the wine and food markets, that to bring one of Germany’s most popular quality white wines to this country, and to tweak it a bit, makes good common sense,” says Bauer.

Turn Me Riesling hails from the Nahe region of Germany and retails for \$9.99 a bottle. According to the IMPACT DATABANK, in 2006, Rieslings are up 29% as compared with 2005, and more than 4 millions cases sold last year alone in the U.S.

Bauer is also hoping to borrow on the popularity of his successful “Turn Me” series, which introduced Turn Me Red wine nearly a year ago, and is already seeing tremendous sell-through at retail. Stores such as Binny’s, Sam’s Wine & Liquors, and several other major wine shops carry the brand.

Turn Me Red is a personal favorite of Bauer’s – made with an undiscovered grape called Zweigelt from Austria -- that was awarded 88 points by the Beverage Testing Institute here and also won a Silver Medal in the “Chicago Value Wine Challenge of Top 50 wines \$15 and Under.” Turn Me Red is imported exclusively by Wein-Bauer and has been in product development for several years (see www.turnmeredwine.com).

As the leading importer of Austrian and German wine, the 27-year old company is poised and prepared to consistently bring special wines, beers and spirits that are among the best in the world. Today, Wein-Bauer employs 35 people, sells 1,000 different products, which is more than double just 10 years ago.

Says Bauer, “In 1980, I set up shop here in Chicago (since a warehouse large enough for our operation was available in Franklin Park). My family produced some pretty good wines – award winning in fact -- at our winery in Austria for several generations. Although the wine business can be fickle and the economy as we have seen it can be volatile, I am always challenged by a global wine market and by predicting what the consumer of today and tomorrow will like... I hope I improve with age just like my wines,” says Bauer.

For more information, visit www.weinbauer.com or call 1.847.678.0685. Wein-Bauer plans several tasting events to showcase its new wine.

Editor’s Note: Images of Turn Me Riesling is available in a variety of formats. Call Amy L. Levin of ALL Communications @ 847.971.8621 or email requests to allcommunications@comcast.net.

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