



# NEWS RELEASE

Sokol Blosser  
MAKER OF FINE WINES  
*Est. 1971*

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## **FOR IMMEDIATE RELEASE**

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### ***Born Lucky: Sokol Blosser Releases the Latest Edition of Evolution, Their Nine Grape Wine Phenomenon***

**Lake Bluff, IL** (Sep. 9, 2009) — In homage to their nine grape blend Evolution, Sokol Blosser Winery is releasing their 13<sup>th</sup> annual bottling on September 9, 2009 (9/9/09). The wine, affectionately known as *the release somewhere between the 12<sup>th</sup> & 14<sup>th</sup> edition*, has officially been named the **Lucky Edition**, rather than the 13<sup>th</sup>.

Even before cavemen discovered fire, people have believed in a myriad of good luck charms— be it a horseshoe, a four leaf clover or fingers crossed. On the flipside, there has also been belief in things that bring bad luck— a broken mirror that brings seven years of bad luck or stepping on a crack and breaking your mother's back.

So when it came time to transition from the 12th edition Evolution to the next, 13 wasn't an option. "We felt that 13, with its historical negative connotation, wasn't the right vibe for Evolution," said Alison Sokol Blosser, Co-President of Sokol Blosser Winery. "Today many tall buildings skip the 13th floor, hotels often don't have a room numbered thirteen, and thirteen loaves of bread are called a baker's dozen."

With over 40 white varietals to choose from, nine different grapes made the luck of the draw for Evolution's unique blend: Pinot Gris, Müller-Thurgau, White Riesling, Semillon, Muscat Canelli, Gewürztraminer, Pinot Blanc, Chardonnay, and Sylvaner. The **Lucky Edition** is inviting with aromas of jasmine, orange blossoms, complex spices and tropical fruit followed by an array of pear, peach, lychee, and honey flavors. A complementary pairing to foods such as Thai, Indian, Mexican and Caribbean, this wine is just as delicious served on its own.

Each rendition of Evolution has its own subtle and fresh personality, and annual production has grown every year since its introduction. So for the Sokol Blosser family and their team, Evolution was the polar opposite of the number 13, the harbinger of misfortune, as this special blend brings good luck to all who drink it.

In celebration of **Evolution, Lucky Edition**, Sokol Blosser Winery is taking to the streets and the internet highway to learn about luck and lucky charms. Send an email to [sokolblosser@sokolblosser.com](mailto:sokolblosser@sokolblosser.com) and submit in 40 words or less on what brings you luck. If you're lucky, you could win an Evolution jungle hat (while supplies last). Also visit us at [www.evolutionwine.com](http://www.evolutionwine.com) or find us on Facebook.



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### About Sokol Blosser

The Sokol Blosser family planted their first grapevines in 1971 in the Dundee Hills and now farms over 85 certified organic acres. As one of the pioneering wineries of the region, Sokol Blosser has played a key role in developing and shaping the now-prominent Oregon wine industry. The winery works to create wines of world-class quality, produced in a sustainable manner, which reflect the distinctive flavors of the grapes, soil, and climate, as well as the winery's values and sense of place. The winery produces Pinot Noir, Pinot Gris, Evolution (a proprietary white wine blend of nine varieties) and Meditrina (proprietary red blend), along with small quantities of Single Block Pinot Noirs in selected vintages. Learn more at [www.sokolblosser.com](http://www.sokolblosser.com).

### About Terlato Wines International

Terlato Wines International is the sole marketing agent for Sokol Blosser.

Terlato Wines International has a global portfolio of 50 brands from a host of world-class wine producers and presently markets more than one out of eight bottles of wine over \$14 sold in America. Terlato, with more 90+ ratings than any wine company in the world, is the flagship company of the Terlato Wine Group, the parent company of several independent businesses specializing in the marketing and production of exceptional wines. Owned and operated by the Terlato family, the Group also includes the family's winery investments and partnerships in some of the world's most esteemed wine regions, including: Napa Valley; Sonoma County; Santa Barbara County; Victoria, Australia; the Rhône Valley in France; Somontano, Spain and Montalcino, Italy.

The Terlato Wines International portfolio of brands includes: **Napa Valley:** Brandlin, Chimney Rock, Cuvaion Estate Wines, Luke Donald Collection, Markham Vineyards, Rutherford Hill, Tangley Oaks, Terlato Family Vineyards and Two Hands – Napa Valley; **Sonoma County:** Alderbrook, Hanna, Rochioli and Terlato Family Vineyards; **Santa Barbara County:** Sanford and Tangley Oaks; **California Appellation:** Glass Mountain and Seven Daughters; **Oregon:** Sokol Blosser; **Italy:** Baglio di Pianetto, Ca' del Bosco, Ca' Marcanda (Gaja Toscana), Florio Martinez Marsala, Gaja, Il Poggione, Kettmeir, MAZZONI (Toscana), Santa Margherita, Tiramisú, Torresella and Distillatori Nonino (Grappa); **France:** Champagne Bollinger, M. Chapoutier, Château des Laurets (Rothschild), Domaine Chanson, Jostmeyer, Langlois-Chateau and Mischief and Mayhem; **Australia:** Domaine Terlato & Chapoutier, Domaine Tournon and Two Hands; **Argentina:** Tamarí; **Canada:** Peller Estates Icewine; **Greece:** Boutari; **New Zealand:** Wairau River; **South Africa:** Cirrus, Guardian Peak, Engelbrecht-Els, Ernie Els Signature and Rust En Vrede; **Spain:** Olvena; **Switzerland:** Xellent Swiss Vodka.; **Japan:** Shimizu-No-Mai Sake.

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