



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

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New Hampshire Liquor Commission Launches New “Inscription” Wine Series by Michael Mondavi

Industry icon produces two limited edition wines exclusively for New Hampshire

Concord, NH – The New Hampshire Liquor Commission (NHLC) has officially launched this year’s “Inscription” line of wines, two varietals that industry icon Michael Mondavi blended exclusively for New Hampshire. Mondavi is the first vintner selected for the “Winemaker Edition Signature Reserve” series, a new Inscription program. The 2008 Inscription Limited Edition Petite Sirah and Old Vine Zinfandel by Michael Mondavi can be purchased for \$12.99 at 24 New Hampshire Liquor and Wine Outlets statewide.

“When the Liquor Commission approached us about submitting entries for the new Winemaker Edition Signature Reserve series, it was a unique opportunity,” said Michael Mondavi. “Our team began working immediately to create distinctive blends exclusively for New Hampshire. The result was two beautifully crafted limited editions of 2008 California Petite Sirah and Old Vine Zinfandel.”

“Inscription was created to introduce our customers to world-class wines of the utmost quality and value,” said NHLC Commissioner Joseph Mollica. “As we develop the Inscription brand, we could think of no one better than world-renowned winemaker Michael Mondavi to help us introduce the new Winemaker Edition Signature Reserve series. It’s yet another first for New Hampshire.”

New Hampshire was the first state to launch its own signature line of wines in 2007. Groups of wine enthusiasts from around the state assembled to blind test and rate 58 wines from different areas of the United States and South America. “We were looking to identify three wines of the very best quality and taste that we could offer at competitive pricing,” said Nicole Brassard, NHLC Wine Marketing Specialist. “Three varietals stood out and earned their place as our signature line of wines called Inscription.”

The Inscription line has developed a loyal following and sales have exceeded expectations. Over 10,000 cases of the original three varietals of Sonoma County Signature Reserve Chardonnay, Cabernet Sauvignon and Merlot have been sold since launch, representing \$1.3 million in sales. Wine represents 50% of the New Hampshire Liquor Commission total sales.

“It’s very exciting for us year after year to select through many submitted wines and decide which ones will become part of the Inscription family,” said Gordon Heins, Wine Merchandising Specialist for the NHLC. “It’s an intensive task and one we take very seriously to bring our customers great wines at affordable prices.”

Inscription Winemaker Edition Signature Reserve Profiles:

**2008 Inscription Limited Edition Petite Sirah by Michael Mondavi –
California (#90078)**

This beautifully crafted Limited Edition California Petite Sirah created by Michael Mondavi is silky-smooth, elegant and refined. It boasts luscious dark fruit flavors and a hint of caramel on a long slightly spicy finish. This wine will pair nicely with roasted or grilled meats and vegetables.

**2008 Inscription Limited Edition Old Vine Zinfandel by Michael Mondavi –
California (#90077)**

This very special Limited Edition Old Vine Zinfandel crafted by Michael Mondavi boasts juicy, ripe, black fruit flavors and spice. A perfect wine to pair with foods from the grill, it is medium-bodied, deftly balanced, and delicious.

The 2008 Inscription Limited Edition Petite Sirah and Old Vine Zinfandel by Michael Mondavi and the Inscription Chardonnay and Merlot will be available for tastings at the following NH Liquor & Wine Outlets:

Thursday, March 25, 4:00-6:00 pm
Kings Highway Plaza, 28B Portsmouth Avenue, Stratham

Thursday, March 25, 4:00-6:00 pm
Market Basket Shopping Plaza, Route 125, Plaistow

Friday, March 26, 4:00-6:00 pm
417 South Broadway, Salem

Friday, March 26, 4:00-6:00 pm
Storrs Street, Concord

About the New Hampshire Liquor Commission

The New Hampshire Liquor Commission operates retail locations throughout the Granite State and serves more than 9 million customers each year. Visit www.nh.gov/liquor to located a store, search for wines carried and availability at specific stores, learn about monthly sales, review schedule of wine tastings, and sign up to receive monthly Email Extras. The New Hampshire Liquor Commission celebrated its 75th anniversary in 2009. More than \$2 billion in net profits have been raised for the state since the first store opened in 1934.

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