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## Wine Celebrities Star in New Meritage Alliance Video Organization Launches Redesigned Website

**Healdsburg, CA, Monday, June 22, 2009**—Master Chef Charlie Palmer and noted wine educator Fred Dame are among wine industry celebrities starring in a new video promoting Meritage wines, featured on the Meritage Alliance’s redesigned website online at [www.meritagealliance.com](http://www.meritagealliance.com).

The website and video are part of the organization’s ramped-up marketing outreach program, designed to promote Meritage wines to both the industry and consumer, according to Kim Stare Wallace, Meritage Alliance chairman and vice president of Dry Creek Vineyard in Healdsburg. The Alliance also has a page on Facebook and is planning to initiate an annual Meritage tasting event in San Francisco beginning in 2010.

In addition to Palmer and Dame, the video includes interviews with Wallace, Mitch Cosentino of Cosentino Signature Wineries and sommelier/wine journalist Christopher Sawyer. Entitled “It’s All About the Blend,” the film is a five-minute tribute to the history, tradition and versatility of Meritage wines, which are crafted from specific grape varieties native to the Bordeaux region in France. It was produced by George Christie of Christie Consulting, an independent video marketing production company that specializes in creating online sales and marketing videos for a wide range of industries ([www.gchristieconsulting.com](http://www.gchristieconsulting.com)).

“It was a fun and exciting project and we’re thrilled with the result. In addition to being educational, it’s also an inspirational tribute to the highest form of the winemaker’s art — blending,” said Wallace.

The Meritage Alliance, which was originally founded as The Meritage Association in 1988, currently has more than 230 members in the United States, Argentina, Australia, Canada, France, Israel and Mexico. According to the most recent Neilson market study, Meritage and other blended wines are the second fastest-growing wine category, surpassed only by Pinot Noir.

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