



FOR IMMEDIATE RELEASE

Media Contact
Helen Gregory/Gabriella Macari
Gregory White PR
(718) 403-9473
gabriella@gregorywhitepr.com

**Registration is Open for the
Drink Ribera. Wine Grand Tasting 2010
*February 23, 2010 – New York City***

Drink Ribera. Drink Spain. will host its first Grand Tasting for trade and consumers on Tuesday, February 23, 2010 at the Puck Building in New York City. Featuring the largest selection of Ribera del Duero wines ever assembled in the U.S., the Drink Ribera. Drink Spain. Grand Tasting offers separate programs for the trade and media; and for consumers.

For Trade and Media

Date: Tuesday, February 23, 2010
Time: 1:00 to 5:00 p.m. Trade and Media Admission
Where: Puck Building, 295 Lafayette Street at W. Houston, New York City
Overview: A walk-around tasting of over 90 wineries from the Ribera del Duero region of northern Spain. Wines will be presented by Ribera winemakers and other qualified representatives from Spain and the U.S. The event includes a New Winery Showcase, featuring wines that are seeking U.S. importers and trade partners.
Seminars: **Exclusive Media and VIP Seminar including icon wines from Vega Sicilia**
(space for this seminar is limited and offered on a first come first serve basis)
11:30 a.m to 12:30 p.m
Restaurant and Retail Buyer Seminar
3:00 p.m. to 3:45 p.m.
Who is Eligible: Qualified trade and media attendees, credentials required.
How to Register: Registration is free for media and trade. Advance registration is recommended. Register at www.drinkriberawine.com/grandtasting

For Consumers

Date: Tuesday, February 23, 2010
Time: 6:00 p.m. to 8:00 p.m.
Where: Puck Building, 295 Lafayette Street at W. Houston, New York City
Overview: A walk-around tasting of over 90 wineries from the Ribera del Duero region of northern Spain. Wines will be presented by Ribera winemakers and other qualified representatives from Spain and the U.S.
General Admission: \$55 per person
How to Register: For tickets and information please contact Drink Ribera. Drink Spain. at www.drinkriberawine.com/grandtasting

About Drink Ribera. Drink Spain.

Ribera del Duero provides a benchmark for quality in the Spanish wine category. With an extreme climate perfectly suited for quality grape-growing, Ribera del Duero wines represent the pinnacle of Spanish winemaking and the ultimate expression of Spain's most noble red grape: Tempranillo. The region became a Denominación de Origen (D.O.) in 1982, and today there are more than 250 wineries, producing world class wines. Ribera del Duero launched their first U.S. promotional campaign – Drink Ribera. Drink Spain. – in

August 2009 to broaden awareness among trade, media and consumers. For more information visit www.drinkiberawine.com.