



Wolfgang Puck

WOLFGANG PUCK LAUNCHES NEW PRIVATE WINE LABEL

Master Chef Partners with Delicato to Curate Boutique Selection of Wines

Los Angeles (June 2, 2011) – Wolfgang Puck debuts his eponymous wine label, Wolfgang Puck Wines, a portfolio of personally selected favorites produced by Delicato Family Vineyards in California. Now available on wine lists in most Wolfgang Puck Fine Dining Group (WPFDG) restaurants nationwide, Wolfgang Puck Bistro locations and Wolfgang Puck Catering venues, the private label focuses on a collection of food friendly wines that deliver incredible value far beyond their price points.

“Wine is an essential element to a truly great dining experience,” said master chef Wolfgang Puck. “Everyone should be able to have good wine at an affordable price—wine completes any meal and sets the mood. There is nothing better than celebrating a happy occasion with a toast, or enjoying a casual evening with a perfect steak and a bottle of Cabernet.”

Wolfgang Puck Wines are a collection tailored to suit any palate. After researching, developing and tasting with the winemakers at the Delicato Family Vineyards for a period of more than two years, Puck’s boutique label debuts with four initial varietals in the 2009 vintage: Cabernet Sauvignon, Merlot, Chardonnay and Sauvignon Blanc. These wines signify the spirit of food and life for which Puck is known. They are accessibly priced, family-produced and created with intense varietal character.

Family plays a major role in the culmination of the new Wolfgang Puck Wines label, with a portion of the proceeds from the sale of each bottle generously donated to Keep Memory Alive (KMA) which supports The Cleveland Clinic Lou Ruvo Center for Brain Health. Founded in 1996 by Las Vegas businessman Larry Ruvo, who held a small memorial dinner at Spago in his father’s memory, KMA has grown to raise more than \$100 million for research on neurocognitive disorders. In honor of Puck’s mother, Maria, whom he lost to Alzheimer’s in 2004, the proceeds generated will directly contribute to help find a cure for brain-related diseases such as Alzheimer’s, Parkinson’s, Huntington’s and ALS.

The cuvées are specifically selected by the master chef to emphasize approachability, with prices averaging \$8 per glass and \$32 per bottle. The distribution of Puck’s wine philosophy is impactful and immediate, directly translating to a dining audience of more than 50 locations around the country.

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