



DAMIANI WINE CELLARS  
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BURDETT, NY 14818

FOR IMMEDIATE RELEASE

## **DAMIANI LAUNCHES NEW, CUSTOMIZED WINE CLUB.**

FINGER LAKES, NEW YORK (FEBRUARY 5, 2014) – In January 2014, Damiani Wine Cellars announced an exciting new and individualized structure to their existing Wine Club. The latest changes to the exclusive club reflect the distinctive nature of wine consumers' palates, each with unique drinking preferences and different levels of wine knowledge and exploration.

Wine Club Members now have the option of one of four quarterly club variations, along with the option to increase their four-bottle selection to six bottles of Damiani wines. Members can choose from a shipment of only white wines, only red wines, a mixed selection, or an alternating red only and white only option. With the new "upgrade" feature, Members can add two current release wines to any quarter's shipment for a discounted price.

Along with the new multiple variations in shipment selections, Wine Club Members have access to some of the most impressive older vintages of Damiani wines. In a new effort to educate their customers on vintage variation and the ageability of Finger Lakes wines, Damiani Wine Cellars has implemented an energetic and dynamic program to promote library wines to Wine Club Members. The winery has scheduled to re-release specially selected library wines to Members at various times throughout the year, and will offer a mini-series of classes focused on tasting and learning about these wines.

For more information about the Wine Club at Damiani Wine Cellars, or to join, please contact Kristina Rose, Wine Club Manager at [kristina@damianiwinecellars.com](mailto:kristina@damianiwinecellars.com) or call 607-546-5557.

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**ABOUT THE WINERY:** Damiani Wine Cellars believes that great wines reflect the landscape upon which they are grown. In celebrating the unique microclimate and dramatic landscape that is New York's Finger Lakes, they cultivate several vineyards nestled along the eastern shores of Seneca Lake and work with other premier growers in the region to source the finest grapes each vintage. The results are wines yielding extraordinary complexity and finesse; wines showing distinct character and expression of the land.