

FOR IMMEDIATE RELEASE:

GROONER

A Monika Caha Selections Brand
A Meinhard Forstreiter Wine

What is Grooner?

A brand new wine made from Grüner Veltliner [GROO-ner Velt-LEEN-er], the #1 white wine grape of Austria. If you like Sauvignon Blanc and Pinot Grigio, you'll *love* **Grooner**.

Who makes it?

Winemaker Meinhard Forstreiter, in Kremstal-Niederoesterreich, Austria

What does it taste like?

Crisp and dry. Easy drinking and refreshing. Hints of apple and citrus.

When should I drink it?

Ready to drink right now. Anywhere from a party to the beach to a dinner with friends.

What kind of food goes with Grooner?

Perfect with all kinds of food—chicken, seafood, pork, veal...fried and spicy food...veggies, even salads, asparagus and artichokes. You name it—it's great with **Grooner**.

The Grooner Story

Over the last few years, Grüner Veltliner has become very popular in fine restaurants and upscale retailers in the US, as wine savvy people began catching on to this versatile grape. But when **Monika Caha** would do tastings of her many Grüner Veltliners in various settings, there were still a lot of people who had never heard of Grüner Veltliner...and even fewer could pronounce it. Her marketing associate, performance artist **Toni Silver**, created phonetic signs so people could easily say the name. This worked like a charm, and once people tasted the wine, they were hooked. This gave Monika an idea; to create a great tasting, well priced GV brand for these new converts that would also appeal to classic wine lovers. A wine with a snazzy label and a catchy name. Since wine geeks had already shortened the name of the grape to "Grüner", why not call it **Grooner**? On Monika's next trip to Austria, she set up a meeting with one of her finest and highest rated winemakers, **Meinhard Forstreiter**. On a sunny day in Kremstal, Austria, Monika and Meinhard were sipping wine on one of Forstreiter's beautiful vineyard terraces overlooking the Danube River. They brainstormed about creating this new "grooner" brand. After a few glasses of Forstreiter's Grüner Veltliner Grand Reserve, surrounded by this bucolic green landscape, they decided to collaborate on **Grooner**, a brand specifically for the US market. **Grooner** is an accessible, easy drinking and refreshing Grüner Veltliner that appeals to wine lovers and also rivals the everyday Sauvignon Blancs and Pinot Grigios that have been the default wine for cost conscious customers and new wine drinkers. **Grooner** has a hip, eye catching label, featuring **Toni Silver as the "Grooner Girl"**.

Grooner is crisp, dry and delicious. **Grooner** - a great wine for a great value.

Where else can I buy Grooner? Grooner is available in stores, restaurants and wine bars all over the New York metropolitan area (including Long Island, upstate NY and New Jersey), Virginia and Washington, D.C.