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INNOVATIVE WINE BRAND LAUNCHES MÉNAGE À TROIS GOLD
Industry Leader Unveils Rich, Indulgent Chardonnay

St. Helena, Calif., October 11, 2016 – The wine brand widely credited with defining the premium red blend category has launched a new Chardonnay, Ménage à Trois GOLD (\$12 SRP). An annual \$2.4-billion-dollar category, Chardonnay is the largest varietal type in the United States, representing 16% of all wine sales and growing year after year*.

In back-to-back years (2014 and 2015), Ménage à Trois introduced its Midnight and Silk red blends to instant acclaim as No. 1 new wine items, according to Nielsen data. A proven powerhouse brand, Ménage à Trois is the fastest growing top five 750 mL wine brand in the industry**. The addition of GOLD brings the Ménage à Trois portfolio to sixteen unique wine offerings, including six blends.

“We’re excited to offer consumers a decadent Chardonnay experience at this price point,” said Mark Dunlea, senior marketing director for Ménage à Trois wines. “A rich, indulgent Chardonnay like GOLD is a rare find at such an accessible price.”

Founded in the Napa Valley in 1996, Ménage à Trois launched with one wine, a blend of three red varietals. Following steady growth, the brand was added to the Trinchero Family Estates portfolio in 2004. Today, Ménage à Trois continues to innovate with unique packaging and its rich Chardonnay, GOLD. The wine is now available in local retail stores nationwide and will be further represented digitally on Ménage à Trois’ Instagram (8,000 plus followers) and Facebook (270,000 plus followers).

A blend of Chardonnay, Viognier and Verdelho, Ménage à Trois GOLD exhibits aromas of tropical fruit, sweet vanilla and brown spice, followed by a buttery smooth palette of caramel, pineapple and melon flavors. Ménage à Trois sets a new standard, the GOLD standard.

About Ménage à Trois





Ménage à Trois
GOLD

The Ménage à Trois portfolio comprises 16 offerings, including six wine blends, five red wines and five white wines. Ménage à Trois originated in 1996 with one wine—a blend of three red varietals— created by two psychiatrists at Folie à Deux Winery in Saint Helena, CA. Ménage à Trois wines are wholly owned and operated by Trinchero Family Estates, family-owned Napa Valley vintners since 1948. Please visit www.MenageaTroiswines.com to learn more.

Links

Download *Ménage à Trois* GOLD fact sheet [here](#).

Download *Ménage à Trois* GOLD bottle shots and label shots [here](#).

Social Media Handles

Twitter: <https://twitter.com/MenageaTrois>

Instagram: @menageatriswines

Facebook: <https://www.facebook.com/MenageaTroisWines/>

Sources

* Source: Nielsen, Total US Retail, CY2013 -2015 Dollar Sales

** Source: Nielsen, Total US, CY14 & CY15 vs. PY=\$0, Dollar Sales Change

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