



FOR IMMEDIATE RELEASE

MÉNAGE À TROIS WINES DOUBLES DOWN WITH LUSCIOUS PINOT NOIR AND LAVISH MERLOT
Red Blend Icon Bets Big with Two Bold New Reds

ST. HELENA, Calif., September 5, 2018 – [Ménage à Trois](#) — the wine brand widely credited with creating the wildly popular \$10 California Red Blend category — continues its winning streak with Luscious Pinot Noir (\$14 SRP) and Lavish Merlot (\$12 SRP). These bold new releases aim to round out the wine brand’s leadership in the top four red varietal wine type categories by capturing the \$1 billion¹ Pinot Noir category and the \$700+ million² Merlot category. Maintaining ample momentum, this unprecedented double release is poised to join the ranks of the wine brand’s four consecutive no. 1 new wine items³ released over the past four years: Ménage à Trois Midnight, Silk, Gold and Decadence, respectively.

“We set a lasting precedence with Decadence, a wine release that brought new fans to Ménage à Trois like we’ve seldom seen before,” said Mark Dunlea, senior marketing director for Ménage à Trois wines. “Decadence and its predecessors’ unrivaled success inspired us to go big in 2018, with Luscious Pinot Noir and Lavish Merlot. We have no doubt that Luscious and Lavish will be the new favorite L-words of the fall and holiday season.”

Both boundless blends, these bold wines deliver indulgence in spades. Ménage à Trois Luscious Pinot Noir exposes the darker side of Pinot Noir. It’s elegant and rich, seductive and smooth, brimming with dark cherry and juicy raspberry wrapped in sensual vanilla with a kiss of mocha. This rich wine style forgoes polite. Ménage à Trois Lavish Merlot is Luscious Pinot Noir’s perfect pair. Simultaneously smooth, dark and plush, Lavish is a luxurious over-the-top expression of Merlot brimming with ripe blueberry and black plum flavors, accented by rich mocha notes wrapped in a plush, velvety finish. Anything but mellow, this brazen blend is everything we love about Merlot, only more.

Blending innovative with provocative since 1996, Ménage à Trois’ legacy of leadership ensues with Luscious and Lavish — both crafted to build on the precedence set by Decadence, Gold, Silk, Midnight and the original Red Blend that started it all. While there’s no such thing as a sure thing, Ménage à Trois has the odds on its side with these blends that have both critics and consumers feeling bullish and longing to live the Luscious, Lavish life.





About Ménage à Trois

Since 1996, Ménage à Trois has thrilled wine fans with its unapologetically bold persona and an equally adventurous approach to flavor. Founded by two psychiatrists-turned-wine-aficionados in St. Helena, California, Ménage à Trois launched more than 20 years ago with two blends—one of which was a convention-shattering blend of three red varietals. In a pace-setting move that would spark a national phenomenon, Ménage à Trois fused Zinfandel, Merlot and Cabernet Sauvignon—long before blends were a trend in the U.S.—ultimately cementing the brand’s iconic status as the catalyst behind today’s wildly popular Red Blend category. 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* Luscious fact sheet [here](#).
Download *Ménage à Trois* Luscious bottle shot [here](#).
Download *Ménage à Trois* Lavish fact sheet [here](#).
Download *Ménage à Trois* Lavish bottle shot [here](#).

Social Media Handles

Facebook: [@MenageaTroisWines](#)
Instagram: [@MenageaTroisWines](#)
Twitter: [@MenageaTrois](#)

Sources

1. Nielsen, Total US XAOC + LIQ PLUS + CONV, 52 Weeks Ending 7/14/2018, Dollar Sales
2. Nielsen, Total US XAOC + LIQ PLUS + CONV, 52 Weeks Ending 7/14/2018, Dollar Sales
3. Nielsen, Total US Retail, CY15, CY16 & CY17 vs PY=\$0, Dollar Sales Change

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