

NEW CALIFORNIA BRAND DEBUTS 'ANIMATED' LABEL

One way to shake up the wine world is to make it spin. Literally. California's Terravant Wine Company has launched **Spin the Bottle** wines. Thanks to a patented lenticular technology, the wines' labels are designed so that shoppers walking past the wine on the shelf are treated to the image of a bottle spinning. The new line consists of three 2010s—Chardonnay, Cabernet Sauvignon and Red Blend, sourced mostly from the Santa Barbara region and line-priced at SRP \$11.99. Terravant expects the wines to be in 30+ states by September. terravant.com



COLAVITA SHIFTS FROM TABLE TO BOTTLE

Wine and food work famously well together, so why not wine and food brands? **Terlato Wines** and leading olive oil producer **Colavita** have teamed up to create a collection of super-premium Italian wines. The initial wines under the Colavita label will be Pinot Grigio, Verdicchio and Pinot Noir at SRP \$17 and Valpolicella Ripasso (\$21). Bill Terlato, CEO of Terlato Wines, notes, "Colavita is a trusted, highly sought-after brand with high awareness among luxury food and wine lovers." Enrico Colavita, president of Colavita SpA, is thrilled to be working with Terlato: "They are the strongest company for marketing luxury wines and their vision for the Colavita wine brand is precisely what we are looking for." terlatowines.com



TORRONTES TAKES FLIGHT

Chile-based Montes' Argentinean project—named **Kaiken** after the Patagonian bird that migrates from Chile to Argentina across the Andes mountains—has unveiled its first Torrontes vintage. Sourced from old vines in Salta's high-altitude Cafayate Valley, the 2012 Kaiken Torrontes is a fresh, intensely aromatic wine with notes of flowers, citrus and pineapple. The brand's Corte line was renamed Terroir Series and repackaged in 2012, and the wines have never tasted better. SRP \$17 kaikenwines.com



AMAZING: SINGLE VINEYARD WINES TO THE 17TH POWER!

The latest chapter in winemakers' relentless pursuit of terroir comes from Australia, where fourth-generation d'Arenberg winemaker Chester Osborn, already known for his eccentricity, has isolated 17 sites in McLaren Vale for separate production. There is method to the madness, however: Collectively, they're named "Amazing Sites," and individually they represent the 14 Shiraz blocks that make up d'Arenberg's "Dead Arm" Shiraz and the three Grenache sites that comprise the winery's "Ironstone Pressings." Production of the Dead Arm and Ironstone Pressings (both SRP \$65) will continue, while 100 cases of each Amazing Site (most having spent 20 months in barriques) will be released from the 2010 vintage priced at \$85. Of course, d'Arenberg wines are not quite complete without exotic names, and the new line does not disappoint, from Tyche's Mustard through The Vociferate Dipsomaniac. obcwines.com

