



## **BottleWise Bag Makes a Smart Gift for Wine Lovers on Your Holiday List**

*New TSA-friendly tote lets wine travelers safely transport wine in checked luggage, making it the must-have accessory for wine country travel*

Madison, WI – Nov. 15, 2007 – If your holiday gift list includes a wine enthusiast or two, the BottleWise Duo™ wine bag makes the perfect gift. Developed in response to U.S. Transportation Security Administration (TSA) restrictions on liquids in carry-on bags, BottleWise Duo lets travelers safely transport two wine bottles inside their checked luggage. The padded, liquid tight bag provides peace of mind for anyone who's tried to bring wine home from their travels. For gift givers, the innovative carrier removes the stress and intimidation of shopping for that special wine gift for the oenophile who has everything.

“The BottleWise Duo has quickly become the new must-have accessory for the growing number of people who take wine vacations,” said Amy Dias, president of BottleWise. “It also makes a smart tote for carrying a favorite wine to concerts, BYOB restaurants, picnics and parties. Whether you are traveling by air or ground, we've got you, and your wine, covered.”

“I am always looking for new or interesting wines to share with friends, but getting those bottles from point A to point B has become increasingly difficult given the TSA regulations,” said BottleWise customer Vincent Omera of Boston, Mass. “During the past year, I've tried wrapping bottles in socks, bubble wrap – even a hotel laundry bag. Then I saw an article about BottleWise Duo and thought ‘Now, that's a smart idea.’ I ordered one for myself and became an instant fan. I plan to buy a few more bags to give as Christmas gifts.”

### **New This Holiday Season**

Made in the USA of durable Cordura® fabric and other high-quality materials, each BottleWise Duo bag features two removable padded pouches that protect up to two 750 ml bottles from the bumps and bruises of air travel. Inside each pouch is a resealable liquid-tight liner bag that will safeguard luggage contents if a bottle ever breaks. The flexible patent-pending design lets travelers securely transport wine in their luggage or simply snap the bottle pouches into the

messenger-style carrying shell for stylish on-the-go convenience. The perfect companion for culinary adventures, no other wine bag can provide double-duty versatility with such practical sophistication.

BottleWise Duo is the only soft-sided bag on the market designed specifically to keep wine bottles safe during air travel. Since its launch in Fall 2007, the bag has quickly garnered attention from wine and travel related publications and websites, as well as wine travelers who are buying the bag for their next wine country tour. For companies and wineries, wholesale pricing and customize logo options make Duo an attractive corporate gift idea for the holidays.

Pricing for BottleWise Duo starts at (\$48.95). It is available in three colors: Black, Bordeaux and Cork. For more information or to order, visit [www.BottleWise.com](http://www.BottleWise.com). To order by phone, call 800-673-9770.

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