

BottleWise™

Smart travel bags for the wine traveler.

New BottleWise Bag Lets Travelers Safely Transport Wine in Checked Baggage

Developed in response to TSA restrictions, the bag's custom padding protects wine bottles, while its liquid-tight pouches safeguard luggage contents if a bottle ever breaks

Madison, WI – Oct. 22, 2007 – BottleWise™, maker of smart travel bags for the food and wine enthusiast, today announced the availability of BottleWise Duo™, a stylish yet functional bag for safely transporting wine inside checked baggage. Developed in response to U.S. Transportation Security Administration (TSA) restrictions on liquids in carry-on bags, BottleWise Duo allows travelers to once again bring home that special souvenir from their wine country experience.

Featuring padded, insulated sleeves that protect up to two 750 ml bottles from bumps and temperature fluctuations, and two interior liquid-tight pouches to safeguard luggage contents in the unlikely event of breakage, BottleWise Duo's patent-pending design combines functionality with the classic look of a messenger bag, making it the perfect companion for culinary adventures. Unlike expensive and bulky hard-sided carriers, BottleWise Duo folds flat to pack neatly in your luggage when empty and expands to a compact 9.5 H x 16.5 W x 3.5 D when transporting two bottles. This unique design also makes it a smart alternative to decorative totes, which are good for bringing wine to parties or special events, but are not safe for air travel.

The inspiration for BottleWise Duo came to company founders James and Amy Dias when, during a recent trip to Australia, a business associate gave James two bottles of wine just before his return flight to the United States. Knowing he couldn't transport the wine in his carry-on, James wrapped the bottles in clothing, placed them in his suitcase and then spent most of the 24-hour flight worried the bottles would break in his luggage, ruining everything inside. After researching the marketplace and talking with wine-lover friends who've had similar near misses, the Diales determined that, given today's tight carry-on policy restrictions, it has become increasingly difficult for travelers to bring home a couple bottles of new or interesting wines to share with friends.

“During the past few months we’ve introduced the concept of the BottleWise Duo to a lot of different people – from casual wine drinkers to the more discriminating enthusiasts – and everyone seems to have a ‘nuisance story’ about traveling with wine,” said Amy Dias, president of BottleWise. “We’re also getting positive feedback from wineries that see the Duo as a perfect way to boost their gift shop and wine club sales.”

The Smart Solution for Culinary Travelers

With the TSA’s “3-1-1” rule (3 ounce bottle or less, placed in a 1 quart-bag, 1 bag per passenger) even one bottle of wine exceeds the allowable amount of liquid airline passengers can carry on board.

As a result, some people try to carefully pack the bottle in their checked luggage and hope for the best, sometimes to unfortunate consequences. Others don’t want to take the chance, and therefore go home empty-handed. Further, a maze of state laws that regulate direct-to-consumer shipments of alcohol means that residents of certain states don’t have the option of asking the winery to ship the bottles to them.

All of these challenges come at a time when the appetite for culinary travel continues to grow at a rapid pace. More than 27 million travelers, or 17 percent of American leisure travelers, engaged in culinary or wine-related activities while traveling within the past three years. This according to a report released earlier this year from the Travel Industry Association, in partnership with *Gourmet* and the International Culinary Tourism Association. Further, with 60 percent of U.S. leisure travelers expressing interest in engaging culinary travel in the near future, culinary travel seems poised to evolve from a niche market into a thriving industry.

BottleWise Duo Pricing and Availability

Designed with the savvy, sophisticated culinary traveler in mind, each BottleWise Duo is made in the USA and features:

- High-quality materials and craftsmanship
- Two removable liquid-tight pouches
- Padded, insulated bottle compartments
- Adjustable shoulder strap and carry shell for on-the-go convenience
- TSA friendly design

- Customizable with your corporate logo
- BottleWise Unconditional Guarantee

Pricing for BottleWise Duo starts at \$48.95. It is available in three colors: Basic Black, Bordeaux and Cork. Single orders and high-volume purchases are welcome. Add your corporate logo for free when ordering 100 or more bags. For more information, or to order, visit www.BottleWise.com.

About BottleWise

BottleWise was founded in 2007 by James and Amy Dias in response to the U.S. Transportation Security Administration's (TSA) travel restrictions that make it difficult for air travelers to bring home a couple bottles of wine, olive oil or other culinary indulgence. BottleWise eliminates these issues with attractive, uniquely designed bags featuring padded sleeves that protect up to two bottles, plus interior liquid-tight pouches that safeguard luggage contents in the unlikely event of breakage. For more information, visit the company's website at www.BottleWise.com.

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