

## **ELVIRA, MISTRESS OF THE DARK RELEASES FIRST IN A SERIES OF FINE BOTTLED WINES**

*Iconic Star to Appear at Special Launch Tasting Event  
Saturday, December 3 at Avant Tapas and Wine in Buellton, CA*

Solvang, CA - November 28, 2011 -- One of television's most loved and enduring personalities, Elvira, Mistress of the Dark, has lent her name and voluptuous likeness to a brand new line of fine handcrafted California wines, and will celebrate with fans at a special launch tasting event Saturday, December 3 in Buellton, California. This marks the first time Elvira has personally endorsed a fine wine product.

"That's right darling, I can now add the Vamp of Vino to my resume" said the Mistress of the Dark. "This gal can toss back a glass with the best of 'em, and speaking of the best of them, this stuff is really good! I recommend you buy a case ...just in case."

Elvira made the announcement in conjunction with California Boutique Winery Sort This Out Cellars, who will handcraft and distribute a full line of California wines beginning with a 2008 Cabernet Sauvignon. Working closely with winemaker Michael Cobb of Sort This Out Cellars, Elvira is involved with all aspects of the winemaking process, including, but not limited to, fruit selection, blending, art direction and marketing. "The only thing I'm not doing is stomping the grapes!" said Elvira. The Cabernet Sauvignon, lovingly named Macabrenet by the Mistress of the Dark herself will retail for \$25.

Elvira's Macabrenet will be available for its first public tasting at a special signing event Saturday, December 3 (12:00-3:00 pm) at Avant's Tasting Room located at Terravant Wine Co. in Buellton. The street address is Avant Tapas and Wine, 35 Industrial Way, Buellton, CA 93427 (805-686-9400).

### **About Sort This Out Cellars**

Sort This Out Cellars is a small producer of California wines. Produced from grapes grown throughout California's celebrated wine country, Sort This Out Cellars explores varietals and appellations that are representative of the state's tremendous diversity, and crafts wines with quality and value. For more information, visit [sortthisoutcellars.com](http://sortthisoutcellars.com).

### **About Elvira**

Played by actress-writer Cassandra Peterson, *Elvira, Mistress of the Dark* has carved out a niche in popular American culture that is unmatched. For more than two decades she has entertained as the Queen of Halloween through her "Elvira's Movie Macabre" TV franchise, two feature films, an IMAX film, two motion control rides and God-only-knows what else. She has appeared in ads for Pepsi and Coors, recorded five music CDs, published four books and licensed over 400 products. For additional information about Elvira, please visit [Elvira.com](http://Elvira.com).

Contact: Michael Cobb  
Sort This Out Cellars  
[michael@sortthisoutcellars.com](mailto:michael@sortthisoutcellars.com)  
805-688-1717