



## **For Immediate Release**

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## **Good Times, Great Wines..... Sort This Out Cellars Inaugural Release Blends Pop Culture and Passion for California Wine.**

**Solvang, California – October 5, 2007** – Sort This Out Cellars, one of the Central Coast's newest wine producers, is proud to announce its inaugural wine release. Producing wine in Templeton, California, Sort This Out Cellars is dedicated to sourcing grapes and blending wines that are representative of the diverse quality of California's vast wine country. Releasing October 2007, Sort This Out Cellars introduces *Hardways* and *Money Plays*, the first in a unique series of wines named for the bettor's action, reminiscent of the risk and luck so much a part of the business of making wine.

Founded by friends, Michael Cobb and Jeff Munsey, Sort This Out Cellars is a reflection of the interest and passion for wine they both share. According to Michael Cobb, "Our intention has been to bring together our experiences, our interests and passion for life to the bottle." Its name partially taken from a favorite line in the 2001 comedy "Made", "Sort This Out Cellars is a reflection of our humor, passion and palate", says Cobb.

Sort This Out Cellars will present the inaugural release of *Hardways* and *Money Plays*, November 3, 2007 at Vineyard Express/California Taste Fine Wines located in Laguna Beach, California. *Hardways*, an elegant Cabernet Sauvignon, is produced from grapes grown in Lake County, an up-and-coming AVA known for Bordeaux varietals. Named after the action rolls for hard four, six, eight, and ten on the craps table, *Hardways*, toasts the risk and payoff taken by us all, at the craps table and in our daily lives. *Money Plays*, a limited production reserve Merlot is made from premium Napa Valley Merlot grapes. *Money Plays* pays tribute to the get it done approach to playing, as a bold Merlot that exhibits confidence and flair.



Both *Hardways* and *Money Plays* carry the Sort This Out Cellars label, featuring Las Vegas inspired fonts and the familiar silhouette of a craps die. The design was inspired in part by the fun and nostalgia of old time Vegas. “There is an unmistakable influence of the old Las Vegas in elements of our design. It wasn’t our goal to make Las Vegas wines, rather to explore the sense of excitement and energy that greeted a new generation of visitors to Las Vegas in the mid-twentieth century.” says Jeff Munsey, who worked together with his partner to develop the Sort This Out Cellars identity. “Who among us doesn’t have a great Vegas story?” asks Munsey. “The time you hit that hardways bet. The double down hand you weren’t sure was a winner. These are exciting experiences shared with great friends.” Sort This Out Cellars hopes wine drinkers will bet big and enjoy sharing these unique wines.

Looking forward, Sort This Out Cellars will release several new wines in 2008 including *Cardiff Giant*, a red blend crafted in tribute to the mysterious primordial figure unearthed in Cardiff, New York in 1869. *Suited*, a line of daily drinking wines named after the poker term for a hand of cards sharing the same suit will feature the retro styling of pin up art Jokers. “Our labels and wines come from what we love, our interests, and I expect there are a lot of people out there looking for something different, who share some of our interests” says Michael Cobb. Jeff Munsey adds “There are no advertising agencies and corporations with deep pockets here, just a couple of guys with a passion for their hobbies, looking to make wine a little different. There are a lot of people not drinking wine yet, we hope they find something in Sort This Out Cellars they can relate to.”

Sort This Out Cellars wines are sold online through [www.sortthisoutcellars.com](http://www.sortthisoutcellars.com), and a few select retailers. Sort This Out Cellars offers a wine club called *The List*, a cellar club available to residents of California. Those on *The List* receive exclusive access and first release of Sort This Out Cellars wines. For more information on Sort This Out Cellars, The List cellar club, please visit [www.sortthisoutcellars.com](http://www.sortthisoutcellars.com) or call 805-688-1717.

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