



## **Mystery of The Lost Grape of Bordeaux solved; (oops)<sup>TM</sup> now on wine shelves across America**

*Producers of Chilean varietal seek to rectify the great Carmen-error*

December 15, 2006, New York - Schwartz Olcott Imports, LLC, wants to clear up the confusion once and for all and spread the good word about the grape at the center of one of the wine world's great mysteries. This fall, the company began rolling out a portfolio of Chilean Carmenère and Carmenère-blend superpremium wines with an unexpected name, playing on the history of the grape. Called (oops)<sup>TM</sup> and bearing the tagline "Some mistakes were meant to happen," the wines seek to capture consumer imagination and appeal to the consumer's sense of discovery. For over one hundred years, Carmenère was cultivated in Chile and bottled as Merlot. When the Chilean wine industry began to emerge on the international scene, its distinctive Merlot put the country on the world wine map. Shockingly, it came to light that Chile's most lauded varietal was, in fact, not what it claimed to be, but rather one of the original six noble grapes of Bordeaux—one which fell into obscurity in post-phylloxera Europe and was considered, more or less, lost for good. Oops.

The next big import idea.

Norman Schwartz, one of the key marketing executives behind the phenomenon of [yellow tail], an Australian brand which became the number-one-selling wine in America in a record three years, was immediately struck by this story. He decided to set about creating a brand which explored the romantic tale of wine lost and found, with the desire to introduce the increasingly adventurous mass wine-consuming market to Chile and to Carmenère.

"California has Zinfandel. New Zealand has Sauvignon Blanc. Australia has Shiraz. I look at Carmenère as the signature Chilean grape," explains Schwartz.

The story has all the elements of a Chilean blockbuster. Boy meets grape. Boy loses grape. Boy finds grape and creates another number-one-selling U.S. wine brand?

The ending remains to be written. Launching regionally in 19 states at stores across America, (oops)<sup>TM</sup> became the number-one SKU in 8 weeks, outstripping well-established national brands and new-wine entries.

The non-traditional package is a radical departure from the ubiquitous animal labels, and helps account for the unprecedented sell-through. Marketing will be grassroots and viral, with non-traditional and online programs supported by in-store promotions, a model

# (oops)<sup>TM</sup>

which created buzz and credibility for [yellow tail]. Billboards and displays in the (oops)<sup>TM</sup>-brand character will be used sparingly after the launch period to reinforce the brand story.

Other partners lending their wine-brand expertise include Terry Wheatley, who has many years of brand building and selling with companies such as E. & J. Gallo and Sutter Home.

“The consumer is facing a wall of wine, but so is the wine buyer. (oops)<sup>TM</sup> gives the gatekeeper a point of difference for their customer. Every brand wants to pop off the shelf. That’s what we deliver with (oops)<sup>TM</sup>—the story, the package, and the experience in the bottle,” says Wheatley.

The (oops)<sup>TM</sup> portfolio consists of Carmenère, Carmenère Merlot, Cabernet Franc Carmenère, and White Carmenère (dry rosé style) sourced from vineyards in the Valle Central of Chile, Carmenère’s prime growing region. The wines retail for \$10.99 and are available nationally.

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For more information on (oops) wines please contact:

Tim McDonald

(707) 363-0174

[Tim@Winespokenhere.com](mailto:Tim@Winespokenhere.com)

