



NOBILISSIMA

Media Contact:

Travis Arnesen

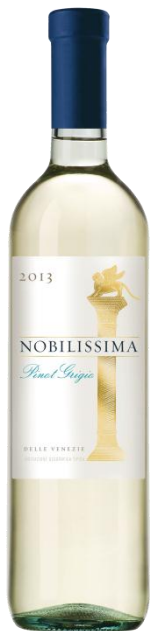
818-225-5100 ext. 228

tarnesen@tgicimporters.com

[Request Media Samples](#)

NEW ITALIAN BRAND NOBILISSIMA LAUNCHES NATIONALLY WITH 2013 PINOT GRIGIO

(LOS ANGELES, CA) December 26, 2013—TGIC Importers, Inc. announced the debut of its new Italian brand, Nobilissima. Scheduled for national release, Nobilissima Pinot Grigio 2013 will be available January 2014.



“Nobilissima refers to ‘the most noble,’” says TGIC Importers President Alex Guarachi. “And that’s exactly what we’re looking for – the most excellent white wines to add to our portfolio.

Continues Guarachi, “Nobilissima is everything a Pinot Grigio should be and more – elegant, complex, refreshing, and marked by a beautiful nose and aromas.”

Crafted from the historic Delle Venezie regions - Veneto, Friuli-Venezia Giulia and Trentino-Alto Adige – an area proven to produce high-end Pinot Grigio, Nobilissima personifies authentic Italian flavor, style and culture.

A medium-bodied white complementary to salads and a variety of seafood and poultry dishes, Nobilissima is distinguished by graceful packaging, including a proprietary “noble” glass bottle.

Nobilissima Pinot Grigio will be available for \$13.99 SRP.

www.nobilissimawine.com.

About TGIC Importers, Inc.

Founded by Chilean wine visionary Alex Guarachi in 1985, TGIC Importers, Inc. is committed to representing the best wines of the world. A leading producer, importer and marketer of fine wines, TGIC Importers is a pioneer in introducing Chilean and Argentine wines and today represents more than 10 brands from around the world.

For more information on Nobilissima Pinot Grigio 2013 or to request a sample, please contact Travis Arnesen at 818.225.5100 or tarnesen@tgicimporters.com.

###