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**NEW ULTRA-PREMIUM CALIFORNIA RED BLEND
THE SEDUCER LAUNCHES NATIONALLY**

(LOS ANGELES, CA) January 28, 2014—TGIC Importers, Inc. announced the debut of its new brand, The Seducer, scheduled for release January 2014. And, as the name and packaging suggest, The Seducer will excite your senses.

Notes TGIC Importers President Alex Guarachi, “I love California wines and wanted to create a blend from some of its most amazing vineyards; something that would intrigue and excite drinkers.

Explains Guarachi, “Wine has always been a part of my culture, and I want people to enjoy it in their lives as I have in mine. The Seducer is fun, but is still a serious wine.”

The Seducer 2012 uses its proprietary name Red Rendezvous for its blend characterized by red and black berries, vanilla and spice, The Seducer delivers a bold, yet graceful wine style.

Appealing to confident, adventurous, fashionable women aged 21 and older, The Seducer emphasizes sophistication and style with its provocative packaging and will retail for \$14.99. www.theseducerwine.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 The Seducer 2012 or to request a sample, please contact Christian Dix at 818.225.5100 ext. 249 or cdix@tgicimporters.com.



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