

Winemonger Launches Online Wine Store, Specializing in Austrian Wines; Importer Ships Direct to Consumers



Los Angeles, CA | June 22, 2005 –

Winemonger today announced the launch of its new online wine shop, www.winemonger.com, which offers wines from top Austrian winemakers known for Icewine, Dessert Wine, White Wine (Gruner Veltliner, Riesling, Sauvignon Blanc) and Red Wine (Pinot Noir, Blaufrankisch, Zweigelt). The portfolio contains a variety of styles and prices to appeal to the casual wine drinker as well as the passionate wine collector.

To help promote the launch of winemonger.com, first-time customers will receive a 10% discount, regardless of the shipping state destination. Winemonger is currently shipping wine to 25 states and is poised to benefit from the recent [United States Supreme Court Ruling](#) regarding the direct shipment of wine to consumers.

“As an importer and a retailer,” co-founder Emily Weissman says, “we are not dependant upon the traditional distribution channels that profit from unfair and arcane state regulations. We import the wine from the winery, then ship directly to the consumer. Winemonger is the non-stop flight between the customer and the winemaker.”

The dual importer-retailer status also affords a cost benefit for wine buyers. Wine wholesalers and retailers typically add 30% to 50% to the cost of an imported wine; the Winemonger model limits or cuts out these middlemen. The savings is reflected across the board, from Winemonger’s affordable young table wines to their collector’s vintages with top ratings and high cellar potential.

Shoppers on the site will be able to select a wine from a wide variety of criteria. Winemonger offers complete product information in what they call “The Full Story” ([See example](#)). Food Pairing ideas, Ratings, Awards, Grape Percentages on cuvees, Cellar Potential, Alcohol Content, Residual Sugar and more information is available for every wine.

“We felt there wasn’t enough information on other sites for wine geeks like us,” Ms. Weissman jokes, “So we put it on ours.”

Shoppers at winemonger.com can also browse [wine region maps](#), a [grape varietal glossary](#), and [vintner profiles](#) to aid in their selection. For a limited time only, Winemonger is offering [free shipping on select cases of wine](#)

“A wine is very much an expression of its terroir and its maker,” explains co-founder Stephan Schindler, “...we’re very passionate about sharing these stories with our customers. I love introducing the favorite wines of my native Austria to America. The model we’ve set-up will allow us to expand into other regions soon and to tell the stories of those wines.” To arrange an interview, contact Emily Weissman at 323-666-5566 or email press_inquiries@winemonger.com.



About Winemonger

Winemonger is a boutique wine import and retail company based in Los Angeles, California. It imports and sells special wines that are an expression of their region: world class wines that reflect terroir, tradition and the winemaker’s personal philosophy. Winemonger currently offers a unique catalog of Austrian wines, with more varietals and regions to come. For more information, go to www.winemonger.com.

Contact

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