



DESTINY BAY

WAIHEKE ISLAND

For Immediate Release

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Around The World in 80 Sips calls Magna Praemia top New Zealand Bordeaux blend
New wine guide lauds Destiny Bay for producing country's top Bordeaux blend

WAIHEKE ISLAND, New Zealand, November 17, 2008 - USA wine writer and founder of Bottlenotes.com, Alyssa Rapp, has recently published the **Bottlenotes Guide to Wine: Around the World in 80 Sips** citing Destiny Bay for, "producing New Zealand's top Bordeaux blend: Magna Praemia." In her book (available from Amazon.com), Ms. Rapp notes that, "Waiheke Island has an entirely unique microclimate extremely similar to that of Bordeaux." Bottlenotes.com is an online wine community where wine enthusiasts can learn about, share, explore and buy boutique and estate wines from around the world, hand-picked by Bottlenotes wine experts and tailored to individuals' personal tastes. User's of Bottlenotes.com have given Destiny Bay's wines 5-star rankings with descriptions such as, "This is a delicious wine. It is dense without being jammy - elegant yet intense. Rich flavors and yummy finish. Well-balanced."

"Being acknowledged as New Zealand's top Bordeaux blend by Ms. Rapp is an honor for our team. It is particularly rewarding to know that our hard work and focus is appreciated by wine collectors and aficionados within the Bottlenotes community," said Sean Spratt, General Manager, Destiny Bay Wines.

About Destiny Bay Vineyards, Ltd.

Destiny Bay Vineyards is located in a small, north facing valley on the renowned 'cracking clays' of Waiheke Island, New Zealand. Established in 2000, Destiny Bay grows Cabernet Sauvignon, Merlot, Malbec, Cabernet Franc, and Petit Verdot from vines of impeccable lineage selected from premium wine districts around the world. Destiny Bay wines are found on the wine lists of fine restaurants in San Francisco, Chicago, and Auckland and in the private cellars of discriminating collectors. Destiny Bay is a fully accredited Sustainable Winegrowing New Zealand® vineyard and emphasizes old world traditions, new world techniques, and a timeless passion for excellence. For more information about Destiny Bay Vineyards, visit our Web site at <http://www.destinybaywine.com>.

About Alyssa J. Rapp

Alyssa J. Rapp is the Founder and CEO of Bottlenotes, Inc., the premier online wine community. Alyssa previously served as the sales/marketing manager for RO Imports, an importer of boutique New Zealand wines in New York and co-versed over the Stanford University's Graduate School of Business wine club. Alyssa earned a B.A. in Political Science and the History of Art from Yale University in 2000 and an M.B.A. from Stanford University's Graduate School of Business in 2005. Alyssa was named in Inc. Magazine's "30 Under 30" coolest entrepreneurs in America in September 2008.



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