



# MARK WEST

## MARK WEST PINOT NOIR RECOGNIZED AS #1 IN BLIND TASTING TRIALS

GRATON, CA, October 6, 2008 - **Mark West Pinot Noir** was recently recognized as the #1 wine in its category of wines with a high quality to price ratio, as a result of a series of brown-bag blind tastings organized for The Wine Trials, a study and subsequent book by wine critic and author, Robin Goldstein.

The Wine Trials, released in early summer 2008, **highlights 100 wines under \$15 that beat out \$50-\$150 wines in a blind tasting** by 500 wine experts and everyday wine drinkers. Over 560 different wines were tasted in multiple cities across New York, Massachusetts, Connecticut and Texas. All wines were tasted blind in an attempt to prove Goldstein's theory that wine preferences were not in direct correlation to published wine scores and price.

Scientific evidence was derived from a series of studies in which tasting notes were compiled, analyzed, and reviewed by a team of scientists, statisticians and economists from such esteemed organizations as Yale University, Brown University, Stockholm School of Economics, Harvard, and MIT. These findings show that wine actually tastes better when the taster knows it's expensive: "the taste of money" as Goldstein calls it. The unconventional wine book has received press from publications such as *The New York Times*, *Newsweek* and *USA Today* responding to the blind tasting trials.

Eleven categories were assigned and the #1 wine of each category was highlighted.

**Mark West Pinot Noir** earned the #1 rank in its category of light New World reds. Significantly, out of 560 wines and 11 category winners, **only two red category winners were from the U.S. One of those was Mark West Pinot Noir, the other, Avalon Cabernet Sauvignon.** Both wines are made by winemaker Alex Cose and share a parent company, Purple Wine Company. Mark West Pinot Noir was voted #1 out of 52 wines in its category, which included pinot noirs.

Goldstein published The Wine Trials hoping that he can help the everyday wine drinker "stop spending too much money on wines they think they should like, and start spending less money on wines they really do like." Also included in the book is a guide to doing brown-bag tasting at home and a full list of the other 99 wines under \$15 that beat out \$50-\$150 wines.

The Wine Trials is published by Fearless Critic Media and distributed by Workman Publishing. For more information visit [www.thewinetrials.com](http://www.thewinetrials.com).

Samples available upon request. For more press information or images, please contact: Kendall Johnson, Charles Communications Associates at [kendall@charlescomm.com](mailto:kendall@charlescomm.com) or (415) 701-9463.  
[www.charlescomm.com](http://www.charlescomm.com).

###