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Alexander Valley Vineyards Temptation Zinfandel featured on NBC Today Show

Healdsburg, CA: May 18, 2012 - Alexander Valley Vineyards Temptation Zinfandel has been named the “Hot Date Wine” on the NBC Today Show. On May 18th, Today Show hosts Kathie Lee Gifford and Hoda Kotb invited Food and Wine Executive Wine Editor Ray Isle to share his picks for that special someone or potentially special someone, noting that “wine plays an important role in many relationships”.

Isle tasted AVV’s Temptation Zinfandel along with Kathie Lee and Hoda. While showcasing the Temptation Zinfandel bottle and artwork to over 5 million national viewers, Isle said: “Moving onto the Hot Date, you need a wine that’s fun – Temptation Zinfandel, it’s not over the top risqué, from Sonoma County California, it’s juicy, rich, lot of spice. It works for me!”

For over three decades the Wetzel Family has marketed Zinfandels with attention-getting graphics and the Temptation label stands out from all others. AVV founder Hank Wetzel was instrumental in bringing change to the wine industry when he received approval for the daring Sin Zin image from the ATF and bottled a wine with eye catching graphics and a controversial label in the late 70’s. Until that time most of the wine industry did not consider using whimsical labels to get the consumer to pick up the bottle. Sin Zin immediately became a cult classic and still carries the original bacchanalian image, though it has been updated to full color in recent years. Wetzel followed up Sin Zin in 2001 with Redemption Zinfandel and placed the equally captivating image of “The Triumph of Virtue over Vice” a c. 1540 Titian Renaissance painting from the Prado Museum in Madrid, on the bottle.

The original Temptation Zinfandel was launched in 2004. The wine was an immediate hit with fun loving wine drinkers, but there was always some confusion about the image on the label. “We updated the label with a sensuous and risqué image of the fabled Adam and Eve in October 2010. The new label clearly illustrates Temptation to everyone,” says Robert Wetzel, Family Partner. “It is attention getting and provocative, much like temptation itself. It is immediately recognizable as part of our Zinfandel family and builds on Sin Zin’s three decades of popularity.”

About Alexander Valley Vineyards:

Alexander Valley Vineyards (<http://avvwine.com>) is a family-owned and operated winery located in the heart of Sonoma County’s Alexander Valley, on the historic property originally settled in the 19th century by Cyrus Alexander, the valley’s namesake. The Wetzel Family celebrates the history, tradition and excellence of fifty years on the estate and produce wines that reflect the unique character of their vineyard sites. AVV’s vineyard practices were initially recognized by the California Sustainable Winegrowing Alliance in March 2006 and they are one of 14 wineries recognized as a Sonoma Green Business.

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