

## **Appellation America Wine Store Impressive and Growing**

### *Appellation America Wine Store Features 125 Wineries from Across America*

San Francisco, Calif April 13, 2007 (FPRC) -- Appellation America, the groundbreaking Web site and online publication devoted to highlighting, exploring and celebrating the differences among America's wine regions, recently surpassed 125 partner wineries, offering 600+ wines from over 100 appellations to wine enthusiasts across the country.

"We are constantly adding new, interesting and unique wineries to the Appellation America Wine Store," said Eric Quanstrom, Director of Marketing & Sales. "Our goal is to provide our readers with the best choices in high-quality, artisan wines-- all available to buy direct from our store. We are the one-stop wine shop for great wines from North America."

#### **An Online Wine Store that Focuses On Diversity**

The milestone of 125 wineries offering an array of products from across America is important, because these are all quality wines. In addition to it's vetting process, Appellation America offers customers the convenience of being able to come to a single Web site, learn about new and different regions, read a wide panoply of wine recommendations and features, and ultimately buy wine online, all in one place. The portal concept is a magic formula for Appellation America visitors.

"We've spent considerable time and resources to hire the best wine writers, partner with the best wineries and present wine in an educational, information-rich fashion," said Quanstrom. "We don't pander to our customers. People enthusiastic about wine want interesting, insightful information that grows their own enthusiasm. That's what we do."

Appellation America is now home to more than 15,000 pages of region-based wine information, containing articles by more than two dozen regional correspondents and editors, wine recommendations and informational databases.

#### **About Appellation America**

Founded in 2003, Appellation America's mission is to raise appellation consciousness among wine drinkers and the wine trade. Its regular features and articles, wine recommendations, and extensive database of varietal and appellation information has made AppellationAmerica.com the premier wine information site on the Internet. Visit the Appellation America Wine Store to buy wines online.

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