

Alma Rosa and Appellation America Partner for Consumer Direct Wine Sales

Leading Wine Portal Pleased to Offer Products from Esteemed Santa Rita Hills Wine Maker

San Luis Obispo, CA (FPRC) May 1, 2007 -- Online wine portal, Appellation America, announced their partnership with wine maker Richard Sanford that allows customers to buy Alma Rosa wine direct via its online wine store. The wine store is an opportunity for consumers to buy wine online from a trusted source.

"We are delighted to be a part of revolutionizing direct to consumer wine sales," said Sanford.

Appellation America will offer Alma Rosa's full lineup of wines, including Alma Rosa Pinot Gris, Alma Rosa Pinot Blanc, Alma Rosa Chardonnay, Alma Rosa Pinot Noir, and Alma Rosa Pinot Noir, La Encantada Vineyard.

"We are extremely pleased to offer Alma Rosa wines to our customers," said Eric Quanstrom, Director of Marketing and Sales for Appellation America. "Richard Sanford is a legend in Santa Barbara and the American wine industry in general. His new project, Alma Rosa, reflects the terroir of the Santa Barbara wine region, especially Santa Rita Hills and the La Encantada vineyard. He is an organic devotee and better still, a fine wine specialist who creates superlative wines that are hallmarks of both special climate and soil."

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.

Contact:

Kendall Johnson, Marketing Manager
kj@appellationamerica.com
T. 888-345-WINE | 415-402-0113
<http://wine.appellationamerica.com>

Contact Information

For more information contact Kendall Johnson of Appellation America
(<http://wine.appellationamerica.com>)
888-345-WINE

Keywords

[Alma Rosa wine](#)
[buy wine online](#)
[wine](#)

You can read this press release online [here](#)