

## **Southern Wine Group & Rage Productions Announce World Premiere of 'Boom Varietal', a Documentary on the Rise of Argentine Malbec**

*Southern Wine Group announces the world premiere of the new film documentary, Boom Varietal about Argentina's Malbec at Bend Film Festival, October 7, 2011.*

September 28, 2011 (FPRC) -- Bend, Oregon. Southern Wine Group, (SWG) Importers of Latin America's Finest Wines, announces the world premiere of Boom Varietal, a full-length documentary about Argentina's Malbec wine, on October 7th, 2011 as an official selection at the 8th annual Bend Film Festival.

'The film has been a lot of work, but it has been rewarding to document what we have seen happening in Argentina over the past decade during Malbec's introduction into the U.S. This film captures the lives of both the wine growers and the Malbec grape itself in a very honest and captivating way. This film will stand with the best wine documentaries ever produced,' said Kirk Ermisch, SWG's President and the film's Executive Producer.

Sky Pinnick, Rage Production's owner and the film's Director added, 'We are very proud of this film. We spent eighteen months following the lives of various wine makers, growers, producers and field workers in Argentina, a culture we knew almost nothing about when we first started this project. We transported our RED digital cinema camera down to Argentina, which provided some challenges but also allowed us to capture some really beautiful cinematography. It wasn't easy producing a film in a foreign country, but we were able to cross cultural barriers and tell an amazing story that I think people will connect with in any language.'

The buzz among wine connoisseurs and novices alike is one word - Malbec. Originally from France, Malbec found its perfect home, its perfect terroir in the dry Argentine climate. Its booming popularity has swept through the U.S. and the world, reviving a varietal that had been nearly lost. Boom Varietal will inspire not only your palate but also a love for Argentina's rich culture.

### **About Southern Wine Group**

Southern Wine Group is the pioneering national wine importer and producer of fine wines from Latin America. SWG began operation in 2000 and was among the very first U.S. importers of Argentine Malbec and Torrontes in the country. They have since expanded over the last decade to include in the portfolio, 'best of class' wines from leading boutique producers in Chile, Argentina, Uruguay and Mexico. Visit us at [www.southernwinegroup.com](http://www.southernwinegroup.com).

### **About Rage Productions**

Rage Productions has been producing award winning films, music videos and TV commercials since 1994. Their internationally distributed films have won awards such as Best Film, Best Core Film, Best Cinematography and Best Editing. Based in Bend, Oregon they offer a wide range of services from filming to editing to music composition. Learn more about Rage at: [www.rageproductions.com](http://www.rageproductions.com).

### **Contact Information**

For more information contact Kirk Ermisch of Southern Wine Group

(<http://www.southernwinegroup.com/>)  
541-388-5332

**Keywords**

[malbec](#)

[wine](#)

[documentary](#)

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