



The Decanter That Fits In The Wine Bottle

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The Wine World Breathes Heavily for a Soirée

A wine accessory that is enhancing wine enjoyment for everyone by “opening up” their eyes, ears, and palates is getting rave reviews.

NEW JERSEY, September 2006 - Receiving accolades from wine and lifestyle press, and online reviews, Soirée is a unique wine accessory that lets wine breathe more effectively through a simple pour. Aside from easily improving a wine's flavor, balance, and bouquet, Soirée saves money, hours, and dishes involved in traditional decanting. But the real benefit of this gadget is its uncanny ability to actually do what it claims! With an elegant, clever design, the Soirée fits right into any wine bottle and allows users to effortlessly decant their wine by the glass.

The Science of Soirée

By providing a dimpled aeration chamber for wine to swirl and aerate, the Soirée enlivens wine and allows it to achieve its optimal taste. All wines will benefit from aeration, and Soirée is one of the easiest tools to allow wine drinkers of all levels to discover this. “The reality of it is that most people, even those very knowledgeable about wine, don't decant their wine. In fact, 97 out of 100 bottles that leave a wine shop do not get decanted,” says Andrew Lazorchak, co-founder and designer of the Soirée.

Winemakers Love To Soirée

One reason you will find Soirée at over 250 vineyards all over the world is that Soirée gives wine makers the confidence that the flavors embedded in their wine are being tasted, recognized, and appreciated by customers. Unlike traditional decanters that passively decant, the science of Soirée is that it “actively decants” wine. Active decanting means that the wine opens up as it is poured. Although Soirée is primarily used to pour wine directly into the glass, Mr. Lazorchak also explains, “Soirée can also be used to pour the wine into a decanting vessel; a term we call ‘Double Decanting’”.



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The Buzz....

If you know about the science of wine, it is understandable that Soirée works and makes a lot of sense. However, if you don't, take it from someone who does. Brian Freedman, Sommelier of www.classicwines.com, puts it simply, "Decanting just makes your wine taste better. We get gadgets coming across our desks all the time here at ClassicWines.com ... every once in a while we find one that we can really sink our teeth into ... Soirée is one of those products." At a retail price of \$24.99, Soirée is an affordable and extremely useful accessory for any wine lover or novice alike. It's effectiveness, ease of use and cleaning, and elegance makes it one of those gifts that you can feel confident the recipient will love and use often!

About The Company

Soirée, a privately held company based in Clifton, New Jersey, is passionate about enhancing the quality and experience of wine. What started in 2005 as the side project of two wine lovers and a designer/architect (now a seasoned wine lover), turned into the official launch of Soirée in June of 2006. Since then, Soirée has been revamped and repackaged to perfection and is now available in over 250 wineries and hundreds of retail stores across the USA. Watch for Soirée around the world as they are already in Australia, and due to launch in the E.U. in November 2008.

Soirée is available for individual or wholesale orders online or by phone. More information about Soirée, how it works, testimonials, press information, and their hundreds of retailers can also be found at www.winesoiree.com.

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