

## Pininfarina Wine released in California



Pininfarina enters the wine business with its **Pininfarina Wine**. The wine, which debuted at the Concorso Italiano last August in Monterey, CA, was born from the cooperation with wine producer **Heck Estates**.

The so-called “2005 Vino Rosso” is a Napa Valley blend of red wine varietals consisting of 60% Cabernet Sauvignon, 29% Cabernet Franc, 6% Sangiovese and 5% Petit Verdot. The wine was crafted by well-known Napa Valley winemaker Mia Klein, who has worked on brands such as Viader, Dalla Valle and Araujo including her own brand, Selene.

Both the bottle and the 6-bottle gift-case have been designed by **Pininfarina Extra**. “This artistic expression” said **Paolo Pininfarina**, President and CEO of Pininfarina Extra “seamlessly combines my love of wine with the Pininfarina affinity for functional beauty”.

Pininfarina Wine is now exclusively available at select locations that have been hand picked by Paolo Pininfarina and Aaron Heck, co-owner of the Heck Estates wine group. Online purchasing is currently available at [www.pininfarinawine.com](http://www.pininfarinawine.com), where allowed by law.