



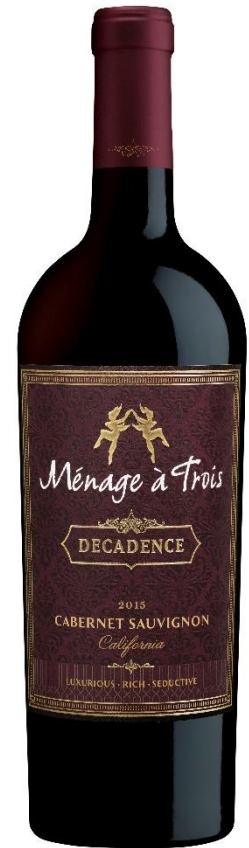
FOR IMMEDIATE RELEASE

PROVOCATIVE WINE BRAND LAUNCHES MÉNAGE À TROIS DECADENCE
Indulgent New Cabernet Sauvignon Joins Bold Brand's Winning Portfolio

ST. HELENA, Calif., September 6, 2017 – Ménage à Trois — the wine brand widely credited with defining the premium Red Blend category — has launched a new Cabernet Sauvignon, Decadence (\$14 SRP). An annual \$2-billion-dollar category, Cabernet Sauvignon is the no. 1 red varietal in the United States*. Maintaining momentum following three consecutive no. 1 new wine item releases over the past three years**, Ménage à Trois aims to bring to Cabernet Sauvignon what the powerhouse brand brought to Chardonnay with Gold and to Red Blends with Midnight and Silk.

“Ménage à Trois Decadence promises to be the portfolio’s most lavish, over-the-top Cabernet Sauvignon yet, and it delivers.” said Mark Dunlea, senior marketing director for Ménage à Trois wines. “Luxurious, rich and seductive, the seventeenth addition to the Ménage à Trois family aims to please.” Bold and boundless as the name suggests, full-bodied Ménage à Trois Decadence boasts uniquely rich, red berry flavors and aromas with a soft, round mouthfeel and a smooth, chocolatey finish.

Ménage à Trois was born from boldly curious founders who famously blended three distinctively different grapes into one wine in 1996. Ménage à Trois’ eye for innovation ensues today, with the iconic blend brand’s deliciously different Decadence release. Decadence works hard to deliver on the rich, sensorial experience expected from largest-dollar-growth varietal Cabernet Sauvignon***. Made with grapes sourced from California’s finest growing regions, Decadence is sure to steal the show and leave indulgence-seekers wanting...more.



About Ménage à Trois

The Ménage à Trois portfolio comprises 17 offerings, including five wine blends, six red wines and six white wines. Ménage à Trois originated in 1996 with one wine — a blend of three red varietals — created by two psychiatrists at Folie à Deux Winery in Saint Helena, CA. Ménage à Trois wines are wholly owned and operated by Trinchero Family Estates, family-owned Napa Valley vintners since 1948. Please visit www.MenageaTroiswines.com to learn more.

Links

Download *Ménage à Trois* Decadence fact sheet [here](#).
Download *Ménage à Trois* Decadence bottle shot [here](#).



Social Media Handles

Facebook: [@MenageaTroisWines](#)

Instagram: [@MenageaTroisWines](#)

Twitter: [@MenageaTrois](#)

Sources

*Source: Nielsen, Total US Retail, Dollar Sales & Dollar Sales % Change, 52 Weeks Ending 4.22.2017

**Source: Nielsen, Total US Retail, Dollar Sales Change vs. PY=\$0, CY 2015, CY 2016, CYTD 4.22.2017

***Source: Nielsen, Total US Retail, Dollar Sales Change, 52 Weeks Ending 4.22.2017

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