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PASS ON THE COURVOISIER—ITALY'S MOSCATO D'ASTI WINE RAISES THE BAR AS THE NEW TOAST FOR HIP-HOP TASTEMAKERS

Rapper Kanye West chooses Saracco Moscato d'Asti—known as the "Maestro of Moscato"

(Napa, CA—December 7, 2005)—Rapper-producer Kanye West recently special ordered bottles of **Saracco 2004 Moscato d'Asti**—an Italian sparkling wine made from the muscat grape—for a listening party held at Justin's nightclub in Atlanta. The wine is produced by Paolo Saracco, long regarded as the best Moscato producer in Italy. *Gambero Rosso*, Italy's leading wine magazine has called Saracco the "Maestro of Moscato," and hip-hop's own young maestro seems to agree.

West casually mentioned his proclivity for the sweet, dry sparkler again on MTV's "All Eyes on Kanye West," bringing it up (along with his top-selling, critically-acclaimed debut album, "The College Dropout") in hypothetical dinner conversation, "Oh, can you please give me a little **moscato** and another order of string beans?"

The trendsetter, recently named one of *Time* magazine's "100 most influential people," one of *Esquire's* "Men of the Year" and whose dashing style of dress is not unlike the well-dressed Italians in the wealthy Piedmont region where Moscato is made, is not alone in his love of the wine. Wine world tastemaker and critic Matt Kramer wrote of Saracco Moscato d'Asti in his May 29, 2005 column in *The Oregonian*, "If you try only one new wine this summer, this is the one."

Even Lil'Kim is singing moscato's praises in her song, "Lighters Up": "*Still over in Brazil/Sipping moscato/You must have forgot though/So I'ma take it back to the block, yo.*"

Unlike other alcoholic libations favored by the stars such as Hennessy and Grey Goose, **Saracco Moscato d'Asti**, which is imported by Dalla Terra™ Winery Direct®, is surprisingly affordable, retailing for \$15 per bottle. It's also elegant and refreshing, making it the ideal sipper all evening long. Part of what makes Saracco's Moscato d'Asti so wonderful is that it's hand-produced in small amounts using artisan processes.

Dalla Terra™ Winery Direct® is the sole U.S. agent for Saracco Moscato d'Asti. Dalla Terra's portfolio includes many of Italy's top family-owned wineries and their "Winery Direct" business model makes fine Italian wines affordable. For more information on Dalla Terra and Saracco Moscato d'Asti, go to www.dallaterra.com or call 707.259.5405.

FOR MORE INFORMATION OR TO SET UP AN INTERVIEW, CONTACT JARVIS COMMUNICATIONS AT 310.313.6374



Rapper/producer Kanye West.



Hip hop superstar Lil'Kim.