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## **When wine and music meet on a city street: Save Me, San Francisco Wine Company Evokes Music Nostalgia through Drops of Jupiter Petite Sirah**

*Grammy-winning band Train debuts Save Me, San Francisco Wine Company with  
Drops of Jupiter Petite Sirah*

**SAN FRANCISCO, CA (June 22, 2011)** – A collaboration between Underdog Wine Merchants and Grammy Award-winning band Train, Save Me, San Francisco Wine Company announces the debut of its inaugural wine, Drops of Jupiter Petite Sirah.

“As we travel around sharing our music, we often find amazing wines that we experience with the amazing people that we meet,” says Train guitarist Jimmy Stafford. “As a band, we have always connected with our friends and fans through wine and music. Launching Save Me, San Francisco Wine Co. and collaborating with Underdog Wine Merchants winemakers to translate Drops of Jupiter into wine is an exciting next step in expressing our passions and connecting with others.”

Save Me, San Francisco Wine Co. is inspired by its namesake hit album from Train, an autobiographical account of Train’s beginnings. With the band hailing from the San Francisco Bay Area, home of some of the world’s best wines, wine has always been ingrained in the band’s culture and experiences. Known to seek out the local wine scene wherever they go, the band even has a wine club to share “the cult of wine” with music and wine fans alike.

“Wine and music tell stories and connect those who share it,” says Jimmy Stafford – the band’s lead wine explorer and founder of the Train Wine Club. Save Me, San Francisco Wine Co. crafts wines that evoke the emotions and human connections experienced through its namesake songs. “Just as a song’s message strikes a chord with so many people, our wines will transport you back to that moment,” says Stafford. “Sharing a bottle of Drops of Jupiter connects you to each other.”

The company’s inaugural varietal is named for Train’s most unforgettable, Grammy Award-winning song “Drops of Jupiter.” Written by lead singer Pat Monahan after the loss of his mother to cancer, the song is about the journey of self-discovery experienced through the loss of a loved one.

“Drops of Jupiter is a fruit forward, insanely loveable full-bodied Petite Sirah. “The minute you uncork the bottle, the boysenberry fruit leaps from your glass,” says Stafford. “With soft, supple tannins, this wine is great with or without food.”

Adam Richardson, winemaker for Save Me, San Francisco Wine Co’s inaugural release, has a history of crafting Petite Sirah. He likes focusing on small lot techniques, which tame the tannins to make

accessible wine, but retain all the depth and complexity that is uniquely found in Petite Sirah. “Just like music, we believe that wine should be accessible,” says Stafford. “A 750ml bottle for only SRP \$9.99, one can share and revel in Drops of Jupiter moments with the ones they love.”

A portion of the proceeds from Drops of Jupiter sales will be in support of Family House, a non-profit organization providing temporary housing to families of seriously ill children. For more information on Family House, visit [www.familyhouseinc.org](http://www.familyhouseinc.org).

Drops of Jupiter Petite Sirah is available in the United States from Underdog Wine Merchants and is also available online via [www.SaveMeSFWineCo.com](http://www.SaveMeSFWineCo.com) and the Train Wine Club ([www.trainwineclub.com](http://www.trainwineclub.com)). Pre-sale begins July 1, 2011. For more information, visit [www.SaveMeSFWineCo.com](http://www.SaveMeSFWineCo.com).

### **About Train**

Multiplatinum band **TRAIN** has made its mark on music history with their GRAMMY-Award-winning song “**Drops of Jupiter (Tell Me)**” and chart-topping singles “**Meet Virginia**” and “**Calling All Angels.**” Train earned their third GRAMMY earlier this year for worldwide smash “**Hey Soul Sister**” from its current release [Save Me, San Francisco](#). “Hey Soul Sister” was the biggest selling single of 2010 and hit #1 at radio in the US and in 15 countries abroad. Train hit #1 again with “**If It’s Love,**” and “**Marry Me**” from [Save Me, San Francisco](#) has reached platinum status as well. The current single, “Save Me, San Francisco,” has also hit the Top 10 at radio. [Save Me, San Francisco](#) has sold over one million albums worldwide and over eight million tracks. In addition to taking the sales and radio worlds by storm, Train has been all over television. They have performed on the [American Music Awards](#), the [Grammy Nomination Concert](#), [Crossroads](#), [The Today Show](#), [The Tonight Show with Jay Leno](#), [Monday Night Football](#), [A&E Private Sessions](#), [America’s Got Talent](#), [The View](#), [Dancing With The Stars](#), [Live With Regis and Kelly](#), [Ellen DeGeneres Show](#), [Lopez Tonight](#) and more.

### **About Underdog Wine & Spirits:**

Underdog Wine & Spirits, an unleashed unit of The Wine Group, is the champion of emerging brands for the new millennium: the “underdogs” of the sometimes stuffy wine and spirits world. We work with domestic and international producers to craft unique adult beverages that are a breed apart. The home of Cupcake, Fish Eye, **flipflop**, Big House and Octavin, our portfolio includes many of today’s most dynamic growth brands. For more information about Underdog Wine & Spirits, visit <http://www.underdogwineandspirits.com>.

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