



Watch Out! This Wine is Hot: Fisheye Winery Wins Impact "Hot Brand" for Sixth Consecutive Year

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Impact Databank is the leading source of exclusive data on the alcoholic beverage industry in the United States and internationally. To be considered for the Impact Hot Brand Award, a brand must be an established brand with at least 15% growth in 2010 and meet a minimum volume requirement of 200,000 cases. Hot Brand Award winners will be recognized at the Impact Marketing Seminar in New York City on March 24.

FishEye is riding the wave, having won the Impact Hot Brand award every year since 2005. The 2010 Hot Brand Award recognizes FishEye's consumer relevance and truly validates the brand's bold move down under: In 2010, FishEye Winery jumped continents, focusing all varietal offerings to its South Eastern Australian appellation. FishEye wines are crafted in South Eastern Australia, where the sun shines brighter, the land is larger than life and the fish are measured in feet, not inches. The result was bolder, more vibrant wines that are still extremely easy to drink and easy to pair – at an exceptional value (\$7 for 750ml).

FishEye also introduced three new varietals – Moscato, Pinot Noir and Sauvignon Blanc. "We are delighted to be recognized with a Hot Brand Award," says winemaker Steve Roden. "It means we did right by our consumers: We listened and delivered the highly drinkable wines they expect from FishEye."

FishEye wines are fresh and vibrant and put a little excitement back into your day. FishEye wines are available in nine varietals, including Cabernet Sauvignon, Chardonnay, Merlot, Moscato, Pinot Grigio, Pinot Noir, Riesling, Sauvignon Blanc and Shiraz. Available in 750ml for SRP \$7, 1.5L for SRP \$12, and 3L premium wine cask for \$18, FishEye wines can be found in the Australian wine section or world wine sets of grocery stores and specialty wine retailers nationwide. For more information, visit <http://www.FishEyeWines.com>.

About Underdog Wine Merchants

Underdog Wine Merchants, an unleashed unit of The Wine Group, is the champion of emerging brands for the new millennium: the "underdogs" of the sometimes stuffy wine world. We work with domestic and international winemakers to craft unique wines that are a breed apart. The home of Cupcake, Fish Eye, flipflop, Big House and Octavin, our portfolio includes wines from California, Washington, France, Italy, Germany, Spain, South Africa, Chile, Australia, Argentina and New Zealand. For more information about Underdog Wine Merchants, visit <http://www.underdogwinemERCHANTS.com>.

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