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HIRST PACIFIC LTD CREATES BUTTERFLY KISS™, A NEW WINE BRAND FROM DIAGEO CHATEAU & ESTATE WINES.

NEW YORK, NY (November 19, 2012) - Diageo Chateau & Estate Wines, the premium wine division of Diageo, has unveiled the Hirst Pacific Ltd design of its Butterfly Kiss™ lifestyle series of wine.

Hirst Pacific's mission was to create a romantic wine brand that celebrates special moments in a woman's life and for today's multi-tasking woman whom at times needs to sit back, relax and enjoy some well-deserved "me time".

The butterfly and its metamorphosis into a creature of exquisite beauty became the metaphor that parallels the blossoming of a woman as well as the transformation of the grapes into an exceptional collection of wines. The connection continues with the experience; to taste a Butterfly Kiss™ wine is transforming, 'one sip and your taste buds flit'.

The name Butterfly Kiss™ added that intimately fun touch to the brand. A butterfly kiss on the cheek enhances intimate moments and embraces the beauty within every woman, and which ultimately inspired the following poem.

"With a flit and a flutter,
life becomes bliss
when happiness is brushed
by a Butterfly Kiss".

The iridescent butterfly icon changes on all wine varietals symbolizing each woman's individuality while creating a delightful collection of butterflies and distinguishing a tantalizing range of wines with their soft bouquets and sensual flavors. The selection of the butterflies reflects the nature and individuality of each varietal; a blue butterfly for the crisp and clean flavors of the Pinot Grigio, vibrant pink for the lush, sun ripened fruit of the Pink Pinot Grigio, peach tones for the well-balanced peach flavors of the Moscato, and bright yellow for the pineapple and juicy pear tastes of the Chardonnay.

Butterfly Kiss™ wines are available across the United States with new varietals being added to the collection all the time. Keep an eye out for a brilliant new red blend, Empress Red Blend coming to a store near you soon.