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HIRST PACIFIC LTD CREATES ROSE'N'BLUM™, A NEW WINE BRAND FROM DIAGEO CHATEAU & ESTATE WINES.

NEW YORK, NY (August 20, 2012) – Diageo Chateau & Estate Wines, the premium wine division of Diageo, has unveiled the Hirst Pacific Ltd design of its Rose'N'Blum™ lifestyle series of wine.

The inspiration for the new brand, Rose'N'Blum™, began with a phonetic play on the vintners name Rosenblum Cellars. A “rose in bloom” became the perfect metaphor for a new feminine lifestyle wine targeting the generation X woman. She works hard and enjoys celebrating life's special moments.

The iconic rose growing out of the capitalized R on the label represents a woman at her peak, when she is in “full bloom”. Whether she is experiencing a groundbreaking moment such as getting married, having a child, finding the job she always wanted, or merely celebrating the achievements of a great day Rose'N'Blum™ wines have been created expressly for her.

Coincidentally roses are found in California vineyards where the wine is produced and their vibrant colors match the grape varietal they grow alongside.

Each varietal has a unique rose color selected to compliment their flavors and aromas. Soft peach capturing the bouquet of lemon sorbet and creamy orange sherbet with flavors of sweet peach and pear of the Pinot Grigio, and bright pink for the brilliant jewel tone and the vibrant and smooth flavors, with a slight effervescence for the Pink Moscato.

These fun and playful Rose'N'Blum™ wines are available across the United States. Keep an eye out for new varietals as they are added to the collection.