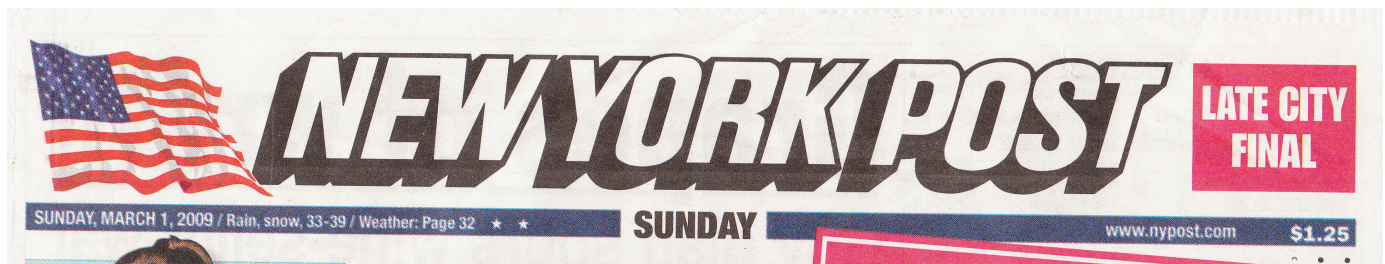


Client: Imperial Brands, Inc. / Tcherga Bulgarian Wines

Media Outlet: New York Post

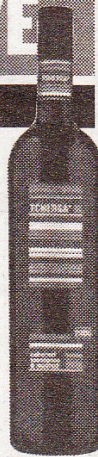
Circulation: 386,105 Daily

Date: March 1, 2009



PROOF POSITIVE

Domain Menada Tcherga wines



Premier wine regions: Bordeaux, Napa, Tuscany ...

Bulgaria? It's time to discover Domain Menada Winery's stellar — not to mention inexpensive — quintet of wines under their Tcherga line, which blend indigenous grapes with more widely recognized varietals. Standouts include a delicious chardonnay paired with the floral dimyat grape (perfect for fair weather al fresco dining) and a merlot blended with the rubin grape (a nebbiolo-syrah cross that dates to 1944) for a lush blackberry base. Ringing in at only \$8.99 a bottle, they're a perfect introduction to previously unknown Bulgarian bliss.

— Eric Hegedus



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