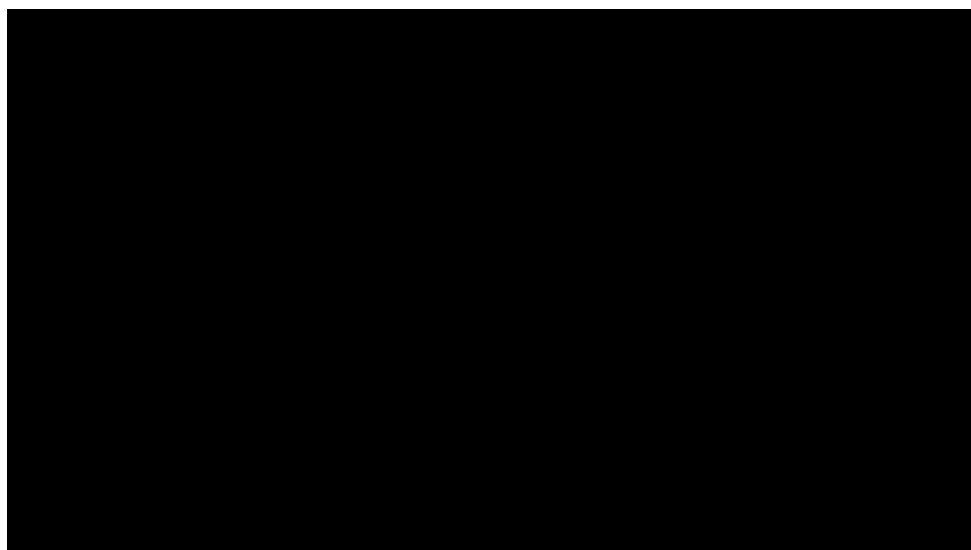


10 Things You Don't Know About Merlot

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#MerlotMe

Ever since the movie *Sideways*, Merlot has been viewed by many as the ugly redheaded stepchild of the wine world. Well we are giving you permission to fall in love with Merlot all over again. When you watch this video you will find AT LEAST 10 Things You Don't Know About Merlot.

Wine Oh TV's Monique Soltani went on a mission where no wine loving reporter has gone before. To find out exactly why you aren't "Drinking any F#@king Merlot!" Surely *Sideways* couldn't be the only reason wine enthusiasts feel like they have to blush when ordering this not always so thick skinned grape? After interviewing dozens of the industry leaders, Monique finally figured out why America's relationship with Merlot faded and why today their love affair is hotter than ever. Bottom line: if you want to be in with the in crowd, then be proud when you order your next bottle of Merlot, because people "in the know" have never given up on Merlot.

Thank you to Peter Mondavi, Jr. of [Charles Krug Winery](#), Jean-Charles Boisset of [Boisset Family Estates](#), Aline Baly of [Chateau Coutet](#), Tony Coltrin of [Oberon Wines](#), Michael Eddy of [Ghost Pines](#), Paul Wagner of [Balzac Communications & Marketing](#), Master Sommelier [Tim Gaiser](#), Erin Sullivan of [ACME Fine Wines](#), Christine Trice of [OMG I so need a glass of wine or I'm gonna sell my kids](#), Jameson Fink of [Foodista](#) and [Jamesonfink.com](#), and Scott Tracy of [St. Supery Vineyards & Winery](#) for for appearing in this video.

An extra shout out to my husband for his brief singing debut. Huge thank you to The Beatles, The Doors, Simon & Garfunkel and Jay Z for understanding that the use of their music in this video is for comedic purposes only. The last thing I need is to be in a rap feud like Jimmy Kimmel.:)

More About #MerlotMe

October 10, 2013, more than 100 Merlot-producing wineries from California, Oregon, Washington and around the world will join together to celebrate #MerlotMe, a month-long, global social media event spotlighting the world-class nature of the noble Merlot varietal. Merlot



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Month will kick off with two grand Merlot tastings to be held on October 10th in San Francisco and Austin. It will also include Merlot-focused winemaker dinners, special in-winery Merlot flights, in-store tastings and Merlot-paired restaurant menu items throughout the month.

Building on the success of his acclaimed #CabernetDay and #ChardonnayDay events, which reached more than four million people through social media channels, sommelier [Rick Bakas](#) will be the online ambassador for Merlot Month. The event will utilize the #MerlotMe hashtag, with rebelmouse.com/merlotme serving as the online hub for all Merlot Month-related information.

The flagship offline events for Merlot Month will be October 10 Merlot tastings in San Francisco and Austin. The San Francisco event will feature twenty wineries, and will be held at the Observation Post at the Presidio from 6:00 to 8:00 p.m. Participating wineries will be pouring their signature Merlot bottlings and special library offerings, accompanied by light appetizers, against a panoramic backdrop of the Golden Gate Bridge, the Palace of Fine Arts, Alcatraz and the Marin Headlands.

For more information visit: merlotmesf.eventbrite.com

Participating #MerlotMe Wineries

Ahnfeldt Wines, Atalon, Astrale e Terra, Barlow Vineyards, Barnett Vineyard, Beringer, Blackbird Vineyards, Bravante Vineyards, Cakebread Cellars, Canard Vineyard, Cannonball Wine Company, Canoe Ridge Vineyard, Ceja Vineyards, Cliff Creek Cellars, Clos Pegase Winery, Cosentino Winery, Cricket Hill Winery, Decoy, Duckhorn Vineyards, Esser Vineyards, Ferrari-Carano Vineyards and Winery, Folie à Deux, Francis Ford Coppola Winery, Grgich Hills Estate, Gundlach Bundschu, Hestan Vineyards, Hunnicutt, Judd's Hill, Keenan Winery, Kendall-Jackson, Kitchak Cellars, L'Ecole No 41, La Jota Vineyards, Matanzas Creek Winery, Menage à Trois, Monticello Vineyards, Napa Cellars., Nichelini Family Winery, Northstar, Pahlmeyer, Patel Winery, Peju, Pepper Bridge Winery, Peter Franus, Pope Valley Winery, Porter Family Vineyards, Pride Mountain Vineyards, Raymond Vineyards, Robert Foley Vineyards, Rutherford Grove Winery, Rutherford Hill, Shafer Vineyards, Silenus Vintners, Silverado Vineyards, Spoto Wines, St. Supery, Stephens Family Wines, Stonehedge Winery, Summers Estate Wines, Swanson Vineyards, Trefethen Family Vineyards, Trincherro, Truchard Vineyards, Twomey, V.Sattui Winery, Waterbrook, White Oak Vineyards & Winery, Whitehall Lane Winery & Vineyards, and Wild Horse Winery & Vineyards.



[Monique Soltani](#)

Monique is the Founder and Host of Wine Oh TV and has a certification from the Court of Master Sommeliers. Monique is an experienced broadcast journalist and has worked at various television stations across the country and most recently at KPIX-TV/CBS 5 and KSEE-TV/NBC 24

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