

T.J. Martell Foundation

Leukemia, Cancer and AIDS Research



**MUSIC'S PROMISE
FOR A CURE**

For Immediate Release

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Ole Imports Launches “Liquid Geography”
*100% of Profits will go towards T.J. Martell Foundation
funded cancer research*

NEW YORK, NY (April 20, 2013) -- Boutique Spanish wine importer, [Ole Imports](#), will add a new rosé by the name of *Liquid Geography* to their portfolio this summer. All of the proceeds raised from the highly-anticipated limited first release will be donated to the [T.J. Martell Foundation](#), a national 501(c)3 non-profit organization dedicated to raising funds for innovative cancer research programs across the country.

Founded in 1999 by Patrick Mata and Alberto Orte, **Ole Imports** has always held their wines to four fundamental principles: terroir, quality fruit, exceptional winemaking, and exceptional value. Their commitment to these principles inspired the name of their newest creation, *Liquid Geography*. Mr. Mata explains, “Location in wine matters. Oftentimes, people associate the flavors of a grape to be always the same regardless of where it’s grown. *Liquid Geography* comes from a very unique place where Monastrell shows very different qualities from the “norm”. When grown in the higher elevations of the southeastern region of Spain, Monastrell grapes produce floral, uplifted and very elegant wines.

Mata and Orte have worked closely with the T.J. Martell Foundation, supporting their various fundraising events over the years. Most recently, the duo played host at the 2012 World Tour of Wine which honored Robert M. Parker, Jr., famed critic and founder of *The Wine Advocate*. With the upcoming release of *Liquid Geography*, they will bring their support of the T.J. Martell Foundation’s cancer research initiatives to a greater level, culminating at this year’s World Tour of Wine event in New York City.

Although Liquid Geography is slated for a limited first release, the buzz among enthusiasts and fine wine and spirits distributors has encouraged the dynamic duo at Ole Imports to create more wines which can benefit worthwhile causes like the life-saving medical research funded by the T.J. Martell Foundation. “Somehow everyone wants to have their name associated with this great cause. It is inspiring to see how open people are to giving.” With this in mind, the team at Ole Imports has created the “Muchas Gracias” brand to convey this idea of gratitude and giving as they develop new wines.

Liquid Geography will be available for sale at \$12 online at <http://mgracias.com/> and at retail locations in select states across the U.S.

About the T.J. Martell Foundation

The T.J. Martell Foundation, founded in 1975 by the music industry, is a national nonprofit organization that funds cutting-edge research for leukemia, cancer and AIDS at twelve top research hospitals in the United States.

To learn more about the T.J. Martell Foundation, please go to www.tjmartell.org.

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About Ole Imports

Olé Imports began in 1999 with just 3 wines. Our unique portfolio of Spanish wines has now grown to over 100 wines today. My dear friend and partner Alberto Orte and I have searched the Spanish peninsula for wines that share four fundamental elements: terroir, quality fruit, exceptional winemaking and last but not least, wines that present an exceptional value.