

Contact:

Aaryn Enos 312/988-2451

Molly Callahan 312/988-2295

**WINE HEATS UP AMERICA'S TOP TEN FROZEN FOODS
Wineanswers.com Serves Up Pairings During March Frozen Food Month**

St. Helena, Calif. – Heat. Serve. Pop the cork. Leslie Brenner, wineanswers.com contributor and author of *Fear of Wine*, says that it's a snap for Americans, who love their frozen food entrées, to enhance their dinner experience with great-tasting wine. To test which wines paired best with America's top ten favorite frozen food entrées, Brenner and a panel of wine experts recently met in California's wine country.

“What we found is that no matter what entrée you choose for dinner, there's a wine choice for you,” says Brenner. “In fact, both red and white wine paired nicely with all the dinners we tested – whether it was a vegetarian option or the all-American meat and potatoes.” The tasting panel offers the following pairings on wineanswers.com (see sidebar).

1. Beef and Ricotta Lasagna – Pinot Gris/Grigio or Cabernet Sauvignon
2. Macaroni and Cheese – Chardonnay or Pinot Noir
3. Creamed Chipped Beef – Pinot Gris/Grigio or Cabernet Sauvignon
4. Glazed Chicken with Vegetables and Rice – Beaujolais or Sauvignon Blanc
5. Beef-Stuffed Green Peppers – Sauvignon Blanc, Riesling, Merlot, or Zinfandel
6. Meatloaf and Mashed Potatoes – Sauvignon Blanc or Merlot
7. Chicken and Potatoes – Beaujolais or Sauvignon Blanc
8. Spaghetti – Chianti or Sauvignon Blanc
9. Salisbury Steak – Syrah or Pinot Gris/Grigio
10. Meatballs and Pasta – Chianti or Sauvignon Blanc

Not Just for Special Occasions

Just over 25 percent of Americans drink wine. While 86 percent say wine is appropriate for most occasions, nearly one-third say they reserve drinking it for special occasions. And 45 percent

-more-

say serving wine makes an evening seem more formal. According to Brenner, people have misperceptions about wine that keep them from enjoying it more often. She offers the following basic rules of thumb to simplify the process:

- ✓ **Drink what you like** – Whether it's red or white wine, you really can't go wrong
- ✓ **Check the grocery aisle** – When you're at the store buying your frozen dinner entrée, take a quick trip down the wine aisle where you'll find a wide variety of affordable selections
- ✓ **Re-cork it** – You don't have to dump the bottle if you don't finish it. Just re-cork it and it will stay fresh for 3-4 days in the refrigerator
- ✓ **Keep a stash** – Creating a nice pantry selection of wines is easy. Just gather bottles of all-purpose red and white wines to have on hand to enjoy with any meal
- ✓ **Don't worry about the glass** – Whether it's a tumbler or stemmed – any glass can be a wine glass

For those who would like a cheat sheet with specific pairing detail, visit wineanswers.com for the “Frozen Entrée Matcher” in the new wine and food section. The new section includes a Wine and Food Pairing Guide, where visitors can obtain recommendations based on a specific dish or flavor profile. For speedy pairings, a section called Wine Express provides pairings for anything from popcorn and pizza to America's favorite grilled foods.

###

Wineanswers.com is sponsored by the Wine Market Council, an independent, non-profit trade association of grape growers, wine producers, importers, wholesalers, retailers and other organizations affiliated with the wine industry.