

Madiran. The Heart-Healthy Wine.

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Drink Wine and Live Longer – ‘1907’ Madiran and Plaimont Wines of Southwest France Sponsor the Launch of *The Red Wine Diet*

NEW YORK, NY (November 2007) – Drink wine and live longer? For generations, red wine, and particularly the hearty Madiran, has been a prescription for life in the Gers region of southwestern France. *The Red Wine Diet*, newly released by Penguin Group USA, now offers an explanation as to why the people of the Gers enjoy above average longevity, and why certain grape types are healthier than others.

Plaimont and the makers of 1907 Madiran from southwest France joined forces with research scientist Roger Corder to launch his new book *The Red Wine Diet* in the United States. The exclusive media and trade event was held on November 1 at The International Culinary Center in New York, the home of The French Culinary Institute. Guests attended a presentation by Professor Corder followed by a tasting of Madiran and Saint Mont wines from the southwest of France.

Based on his landmark findings published in the scientific journal *Nature* in late 2006, Corder offers a guide to choosing healthful red wines as well as a complete nutrition plan. A cardiovascular expert, Corder has been investigating the link between wine and health for nearly a decade and has found that organic antioxidant compounds called procyanidins in wine are the key components for preventing illness and promoting well-being.

Corder’s research reveals that many wines from Plaimont, known for their quality wines from Saint Mont, Madiran, and Gascogne, are very high in procyanidins and receive high marks for their positive effect on the heart. Plaimont and other producers showcased their wines at a tasting that followed Corder’s presentation at The French Culinary Institute in New York on November 1. The featured wines included 1907, a new wine designed to create an accessible Madiran, in the tradition of France’s southwest.

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- page 2, *Southwest France Wines are Better for Health*

For further information about the U.S. launch of *The Red Wine Diet* with Roger Corder and to request samples of the wines of Plaimont please contact Helen Gregory (718) 403-0097/ cell (646) 621-3559, Helen.gregory@mindspring.com, or Alexa Matson, (718) 403-0097, alexa@hgmarketing.net.

ABOUT THE FEATURED WINES

In **1907**, the Madiran region of southwestern France was expanded to include neighbouring villages. One century later to commemorate the event most of the independent winegrowers and the two local cooperative cellars have joined forces to form a new entity – Les Vignerons du Madiran – and a new wine: 1907. A blend of Tannat and Cabernet Sauvignon, 1907 is rich in heart healthy procyanidins; the wine shows a deep red color with purple hues, and reveals spicy notes with very ripe, dark fruit on the palate. The suggested retail price of 1907 is \$14.99.

Founded in 1979 by André Dubosc, **Plaimont** has emerged as a leader in the production of quality wines from the Gascogne region, notably from Saint Mont, Madiran, Pacherenc du Vic Bilh, and Vin de Pays des Côtes de Gascogne. Plaimont makes the popular Colombelle White and Red for easy drinking, and also offers a premium range of wines including Château de Sabazan Saint Mont and Plénitude Madiran. Plaimont wines are imported by Winesellers, Ltd. based in Skokie, Illinois. In addition to 1907 and the wines of Plaimont, the following Madiran producers presented their wines at the November 1 event: **Vignoble Laplace, Cru du Paradis, Domaine Laffont, Domaine du Crampilh, and Domaine Berthoumieu.**

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