



The Houses of the Region
Languedoc-Roussillon
Worldwide Network



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**HAND PICKED SELECTIONS, INC. PARTNERS
WITH SUD DE FRANCE FOR NYC PORTFOLIO TASTING**

February 1st, 2010

La Maison de la Région Languedoc-Roussillon

10 East 53rd Street, New York, NY 10022

11:30 am - 12:00 pm: Seminar, Dan Kravitz, "Languedoc & Roussillon: next door neighbors, worlds apart"

12:00 - 7:00 pm: Walk-around tasting for press and trade

Warrenton, VA and New York, NY, January 12th, 2010 – Hand Picked Selections, Inc. and Sud de France are pleased to partner for a February 1st portfolio tasting of HPS wines from Languedoc and Roussillon. Members of the press and trade are invited to the Maison de la Région Languedoc-Roussillon office and showroom, in the heart of midtown Manhattan, for a seminar and tasting led by Dan Kravitz of HPS, followed by a walk-around tasting of more than 30 HPS wines.

Dan Kravitz founded Hand Picked Selections in 1985, and was among the first national importers to recognize the untapped potential of distinctive, high-quality, moderately priced wines from Southern France. He quickly gained a following for his négociant labels (for which HPS blends the wines), and a stable of highly regarded estates and cooperative wineries from Languedoc and Roussillon. These wines fueled the early growth of the company and remain at its core today. The HPS portfolio now includes a broad cross-section of the best that these regions have to offer.

This tasting is a great opportunity to discover the remarkable and distinctive values that these varied terroirs can produce. Featured offerings from Languedoc will include wines from Chateaux Lancyre, Donjon, Massamier la Mignarde, and more. Offerings from Roussillon will include wines from the renowned Domaine de l'Edre, the Peña Cooperative, and Domaine Cabirau, Kravitz's own vineyard, which he purchased in 2007. Domaine Cabirau wines are now made at La Tautavelloise, a progressive Roussillon cooperative that Kravitz joined last year. "Languedoc and Roussillon are the heart of Hand Picked Selections", states Kravitz, adding "a portfolio tasting with Sud de France is the perfect way to celebrate our 25th year in business!"

The HPS portfolio tasting dovetails perfectly with the Maison de la Région Languedoc-Roussillon missions of representing and promoting Sud de France wines, building partnerships in the trade, and increasing the visibility of a proud viticultural region in key export markets. The Maison de la Région Languedoc-Roussillon office and showroom in NY was inaugurated in April 2009, and is the Sud de France hub in the United States. The office serves as a "home-base" for regional and related businesses,

with the Sud de France team coordinating events and targeted campaigns throughout the country and at the Maison itself. Past events at the Maison de la Région Languedoc-Roussillon have included featured tastings of Top Scoring wines, Rosés, and Organic wines, all, of course, from Languedoc and Roussillon. “We are very happy to be working with Hand Picked Selections”, notes Marianne Fabre-Lanvin, head of the Maison de la Région Languedoc-Roussillon in NY, adding “having the tasting at our NY showroom was a natural fit for both organizations. I am looking forward to Dan’s seminar highlighting the differences between the wines of Languedoc and Roussillon!”

The seminar and tasting are open only to members of the press and trade. Interested parties should RSVP by January 22nd, 2010 at rsvp-February1@suddefrance-export.com.

About Hand Picked Selections

Founded by Dan Kravitz in 1985, Hand Picked Selections is a premium wine importer based in Warrenton, VA. The company currently sells in 45 states and the District of Columbia. In a world increasingly divided between soundly made, mass-produced wines that can lack character and expensive wines of great distinction, HPS has earned a reputation for offering reasonably priced wines of exceptional quality, character and value.

The HPS portfolio is anchored in Southern France (Languedoc, Roussillon, Rhône and Provence) but includes wines from most other French regions, as well as a broad portfolio of Argentine wines and selections from Spain, California and Greece.

www.handpickedselections.com

About Sud de France

Created and championed by the Languedoc-Roussillon region, Sud de France is an umbrella brand that brings together the very best food and wines from the South of France, in a way that is easy for consumers around the world to identify and understand. It responds to consumer demand, providing a simple, memorable formula that identifies food and wines with guaranteed provenance, a specificity - and the stamp of the Mediterranean sun.

Sud de France is a global brand, which launched in 2006 in Languedoc-Roussillon, shortly followed by markets including Japan, China, Korea, Brazil & Mexico. The Sud de France brand was introduced in the US in autumn 2008. In 2009, spurred by the inauguration of the Maison du Languedoc-Roussillon, the brand will pursue a marketing campaign that includes advertising, retailer promotions and PR, giving American consumers a way to quickly and easily identify the best food and wines from Languedoc-Roussillon - the world’s largest single winemaking region.

www.suddefrancewines.com