

Travelling with wine?

As a result of prohibition of boarding with liquids on planes, EZGrip decided to use its 10 years know-how in fabricating products of high technology, launching luxurious new Trade Mark: WINEFIT. A perfect solution for wine air transportation.

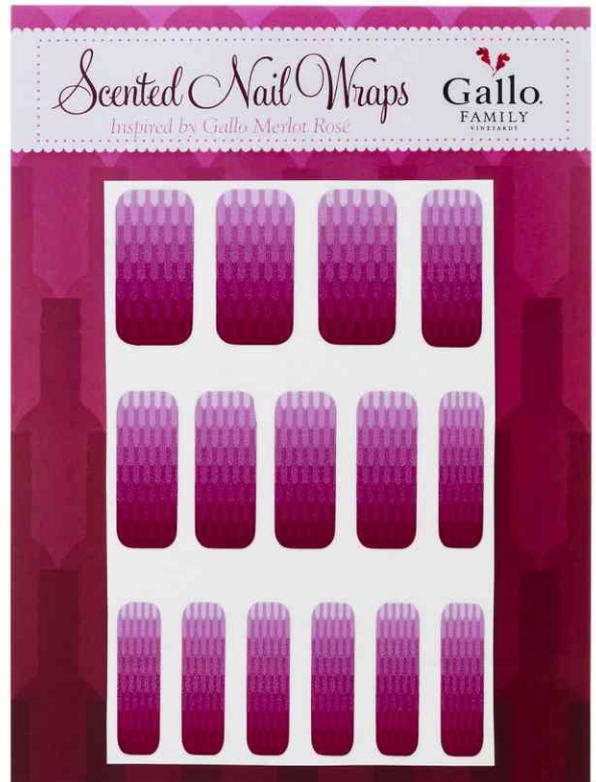
They are exclusive suitcases with excellent quality and in accordance with exportation norms; all hand made especially projected to coat and protect wine from temperature fluctuations.

The models are for 2,6,12, until 18 bottles, also for magnums and double-magnums. They can be produced in nylon cordura 500 or genuine leather.

WINEFIT is a success among fraternities, sommeliers associations, in trips of wine specialists and wine lovers, essential in privileged routes.

In the catalogue, you will find a range of shoulder suitcases for 2 and 4 bottles alongside models of gourmet wine glasses and even a suitcase for 1 super elegant bottle for corporate toasts. Check out their site at www.winefit.com.br.

[I want one! – Ed]



Merlot Manicure

Every year vinotherapy spas add some new wine treatment; 2011 is the year of the wine-scented nail wrap. Gallo Family Vineyards devised the idea to help launch its new merlot rose, intended to appeal to women, in the U.K.

For the uninitiated, nail wraps, thin films that stick to nails and replace polish, are one of the beauty industry's latest crazes. Lightly rubbing the bright pink-patterned wraps' surface releases a fruity fragrance -- blueberry, plum, cranberry -- that echoes the wine, or so they say.

Personally, I'm opposed to this, as it will only encourage nailbiting.

And if you're going to put wine on you, rather than in you, why limit it to the nails? The wine industry is pinning big hopes for increasing consumption on the 21 to 34-year-old age group known as Gen Y or Millennials.

A 2011 study of 457 of them headed by Liz Thach of Sonoma State University found that these inventive imbibers see virtually any occasion as suitable for winedrinking, breakfast, in the bath, out camping, on a hike - and in the shower.

It turns out they've even showered themselves with expensive champagne, Dom Perignon, to be precise. I thought only Grand Prix winners did that. I prefer to swallow the stuff. (Elin McCoy writes on wine and spirits for Muse, the arts and leisure section of Bloomberg News.)