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For more information, contact Charlotte Mills Seligman
415.652-2569 or charlotte@traversant.com

Pharmacist/Optometrlist Turns Award-Winning Winemaker

San Francisco, CA January 7, 2010 — After winning numerous awards as an amateur, pharmacist/optometrist winemaker, Gary Goug er of Goug er Cellars, recently finished production of four varietals of his 2009 wines. He currently has seven wines and a port from blends of 12 varietals: #901, #829, #128, #111, #903, #714, as well as a Muscat Ottonel and a Port. All but the Port are bottled with the ZORK® closure. Every year since his first bottling in 2002, Goug er’s wines have been winning medals. In 2002, he made a Zinfandel varietal, which won a Gold from the *International WineMaker Magazine*, and in 2003, his Petite Syrah and a Petite Syrah/Zinfandel blend won Golds from the same magazine. The following year (2004) his Sangiovese and Sangiovese/Petite Syrah blend won Golds at the Sonoma County Harvest Fair. While in school in Australia in 2005 he made a Zinfandel and Zinfandel/Merlot blend, which won Golds at the Sonoma County Harvest Fair. In 2007, his Malbec/Petite Verdot/Merlot blend won another Gold from *International WineMaker Magazine*. After only 3.5 months since opening his winery in 2009, he has sold via onsite sales alone over 50% of his 2009 releases.

A practicing pharmacist, Goug er graduated in 2005 with a degree in enology from Australia’s prestigious University of Adelaide. It was here, too, where he first learned about the ZORK closure and used it on his first releases. “I thought it was a terrific idea,” says Goug er. “I liked the look of it and I liked its technical attributes: It’s easy to open and apply, and it’s recyclable and resealable, with no leakage.”

When he returned to the U.S., he sought out the closure and was introduced to ZORK USA’s Director of Sales, Mario Carofanello. “Gary’s science background enables him to immediately grasp the nuances of the chemical compounds reacting in wine,” says Carofanello. “His wines are unique and rich in undertones.”

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Gougér's wines are also unique for their labeling. He uses numbers, often drawn from important dates in his life, rather than names. For example, the #128 Syrah/Malbec blend is the date of his birthday and the blend #903 is the date of his wife Bonnie's birthday. "I didn't want to be restricted by legal labeling requirements regarding the grapes' percentage or region," Gougér says, "so numbering was my solution." Gougér's labels are designed by local designer, Don Elliott, who created the diecut and foil emboss "GC" embellishment. Bonnie Gougér is a chef and owner of the winery's other product line, Brownies from Heaven, which has won a People's Choice Award at the Portland Chocolate Festival competition. "Bonnie works at the winery with me and has been instrumental in making my dream come true," Gary says. "She was the inspiration for the motto on my wine labels, 'Follow Your Dreams.'"

When asked about feedback he's received from customers Gougér says sales speak for themselves. "Our on premise sales are extremely encouraging," he says, "and all our visitors love ZORK!"

The ZORK closure consists of three components: an outer, tamper-evident cap; an inner foil oxygen barrier; and a plunger that "pops" when extracted without a corkscrew and is easily reinserted. ZORK USA is a division of Portola Packaging, Inc. The closures are manufactured in ZORK USA's Tolleson, AZ, plant, ensuring timely delivery. Bottling lines are easily adapted for ZORK; AT Mobile Bottling Line LLC in Napa, CA, also has a dedicated ZORK bottling line.

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Gougér Cellars is located at 1812 Washington St., Vancouver, WA 98660. Phone: 360.909.4707. Website: www.gcwinery.com.

Mario Carofanello of ZORK USA is located at 16584 Meadow Oaks Drive, Sonoma, CA 95476. Cell: 707.484.9683; Fax: 707.307.0226. Website: www.zorkusa.com/