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**For Immediate Release**

## **Cork&Olive® Launches Table Talk 06'** Redesigned Wine Publication Debuts with Circulation of 21,000.

Tampa, FL April 27, 2006 Every vineyard has a story. So does every varietal. Table Talk 06' will uncover the rich stories behind the wines our customers love most. In every monthly issue, preferred customers can also expect a recipe for a dish that is perfectly paired with their featured wine as well as an events calendar in each complimentary subscription.

*"This is my fourth visit to Cork & Olive and each time I learn something new about wine from a very well informed staff. Everyone is very eager to impart information and personal experiences in regards to the wine being offered," says Clearwater preferred customer Constance Traycheff.*

Now, that information can also be shared in an interactive format in Table Talk 06'. Readers are encouraged to e-mail their wine questions to Cork & Olive. Answers will be shared in the *Quotes & Questions* section. For those discovering the language of wine, look for our *VINcabulary* word of the month.

In April's issue, we travel to Colchagua Valley, Chile to explore the Carmenere varietal grown at Vina La Tinguirrica. If you taste it, you may pick up on the black cherry aroma or get a sense of the ripe, round, dense fruit palate. But it's the 2,000 year-old story that offers the most intriguing flavor. Carmenere's roots can be traced to Persia. Once an integral part of French viticulture, the grape disappeared from France in 1867 during an epidemic. Table Talk 06' readers discover the disappearance was in name only. Today, the long-lost grape is credited with transforming Chile from a relative unknown wine producer in the 1980's to the number three wine exporter in the world.

Back in Tampa Bay, Cork & Olive's preferred customer database has grown to more than 21,000 since opening its first store in 2004. Revenues in the last year have increased 400%. In February 2006, Cork & Olive announced franchise investment opportunities. There are seven corporate owned stores currently open around Tampa Bay. Another seven corporate stores in Central Florida will open in 2006. Visit us on-line at [www.corkandolive.com](http://www.corkandolive.com) for a complete listing of neighborhood stores, including our newest addition at Lakeland Town Center Mall.

Cork & Olive is the new way to explore and buy wines. We believe wine does not have to be expensive to be good. Many of our wines come from smaller, family owned vineyards from around the world. Our wine tasting table is open all-day, everyday so you can always try before you buy. Join us at one of our many new neighborhood locations, host a private wine tasting in your home or enjoy a catered corporate event. In every unpretentious setting, you will discover good times, good wine and good people.

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