

THE
Turn Me
COLLECTION



Turn Me
Riesling

Mosel
GERMANY



Turn Me
Red

Burgenland
AUSTRIA



Turn Me
Sweet

La Mancha
SPAIN



JOSEF DRATHEN

The Turn Me Collection was created to help people “Turn” into a certain style of wine drinker. Turn Me Riesling, an off-dry Riesling for the Moscato lovers who want to start drinking dry, Turn Me Red, a soft Austrian red Blend for the consumer who wants to transition into red, and a Sweeter Styled Tempranillo for those drinkers who love berry fruit but don’t want to be overwhelmed with sweetness.

The Package is based on artwork done by the famous 1950’s pin-up artist Alberto Vargas - the first pin-up artist published in Playboy and Esquire. A very classic vintage design, with screw cap closure for everyday drinking ability. The Turn Me Wine collection is a series of wines that are all based on live models selected from our semi-annual “look-alike” contest where consumers submit photos over social media for a chance to be the next “Model on the Bottle” followed by special appearances, bottle signing, and much more!