

ALL ROADS LEAD TO...



SILK
ROAD

THE ST. GEORGE CLUB A CUSTOMER LOYALTY PROGRAM FOR SILK ROAD WINES

By Silk Road Wines

WHAT IS THE ST. GEORGE CLUB?

The St. George Club is the customer loyalty program for Georgian wine and spirits developed by Silk Road Wine's agency - Emerald Vines Media. As AG Global Trade LLC expands its Georgian wine and spirits portfolio, members of the St. George Club will have expanded access to an array of quality Georgian wines and spirits. The St. George club celebrates the spirit and hard work of the Georgian people.

WHY DO YOU CALL IT THE ST. GEORGE CLUB?

St. George was a member of the Roman Army under Diocletian, a non-Christian ruler. Diocletian mandated that every Christian soldier be arrested, and as a result of his refusal, he was publicly executed. St. George is the patron saint of Georgia, and surprisingly, the country is not named for him as the Georgian name is Sakartvelo. There are two feasts of St. George - May 6th, which is a feast day unique to Georgia and November 23rd, which commemorates his martyrdom. In the same way that St. George is a protector of Georgia, we've adopted him as our patron of our wines as well.

IS THE CLUB FREE FOR MY CUSTOMERS?

The club is free, and does not require a member to pay an entry fee to join. Unlike many existing "wine clubs" which required purchasing wine to be a member, there is no purchase requirement. It's our opportunity to offer the member special opportunities to be the first to taste new product, hear about upcoming events, and have inside access to the world of Georgian wine and spirits. As we grow, there will additionally be opportunities to travel to the country of Georgia for wine and spirit tours, and be part of a growing collective of like-minded wine and spirit enthusiasts.

SALES UPDATE MEET MARTY WOOD



Marty joined the Silk Road team in 2021 as a salesperson in the Central East region of Florida, and has been in the hospitality management field for over 20 years. He's a native of the Finger Lakes Region in New York, and was an All NY State Baseball player in high school.

His 20 years in the hospitality field include stints at a bar/nightclub in central New York, which was also the home of the NY Jets Training Camp. He also managed the Sportsbook for the Turning Stone Casino as a legal bookmaker. His favorite sport? baseball, and he says he will watch any game, at any time.

His love of family have led to some of his favorite memories of long family vacations cross country with his parents and his sister, and he challenges you to name any state because chances are he's visited!



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Best wishes for successful Valentine's Day
and National Drink Wine Day sales.

HOW DO YOU PRONOUNCE THAT?

"Pronunciation is one of the most mispronounced words" - Mokokoma Mokhonoana

PRONOUNCING SILK ROAD WINES

AlaZani Semi-Sweet Red

One of the easier wines to pronounce - Ah-LA-zah-knee is a 100% Saperavi (Sah-pear-AH-vee) grape from the Kakheti (Kah (bring it from down deep) - ketty region of Georgia

Saperavi Dry Red

Sah-pear-ah-vee is a 100% Saperavi grape from Kakheti, and unlike MukuZani, is unoaked, resembling the weight and feel of a Rhone blend.

KindzMarauli Semi-Sweet Red

Kinz-mah-rah-oo-lee is a 100% Saperavi grape from the controlled microzone of Kakheti, with subtle differences that set it apart from AlaZani.

MaNavi Dry White

MaNavi, pronounced mah-nah-vee, is comparable to a Pinot Grigio or Sauvignon Blanc, and is made from 100% Mtsvane grapes from Kakheti.

MukuZani Dry Red

Pronounced Moo-koi (more of a coo)-zah-nee, this wine is a full bodied red made from 100% Saperavi grapes from Kakheti, and is aged in French oak barrels for 20 months.

RkatSiteli Qvevri Amber Dry

A tough pronunciation - ruh-Kat-see-tell-ee, it's well known as an "orange" wine, and is 80% Rkatsiteli and 20% Mtsvane grapes from Kakheti.



Valentine's Day isn't the only day to celebrate with good wine. Don't forget to stock Silk Road Wines for celebrating National Drink Wine Day on February 18th!

JUST THE FACTS - THIS MONTH - QVEVRI WINES

01 WHAT'S A QVEVRI?

Qvevri means "that which is buried" and is the earthenware vessel used to make Georgia's Qvevri wines that are commonly known as amber or orange wine. The vessels range in size from 100 to 3,500 liters

02 BUSY BEES

Some qvevri makers use beeswax to seal the inside walls of the vessel, with a coating of lime or cement on the outside. The beeswax helps to waterproof and sterilize the qvevri. If cleaned properly and maintained the qvevri can be used a long time.

03 PLANTING THE WINE

Winemakers "plant" their qvevri in the ground with the rim of the vessel at ground level, and sealed with stone, glass, or a metal lid. The wines macerate for a period of three to six months before removed from the vessel. Silk Road Wines are both fermented AND stored in the qvevri.

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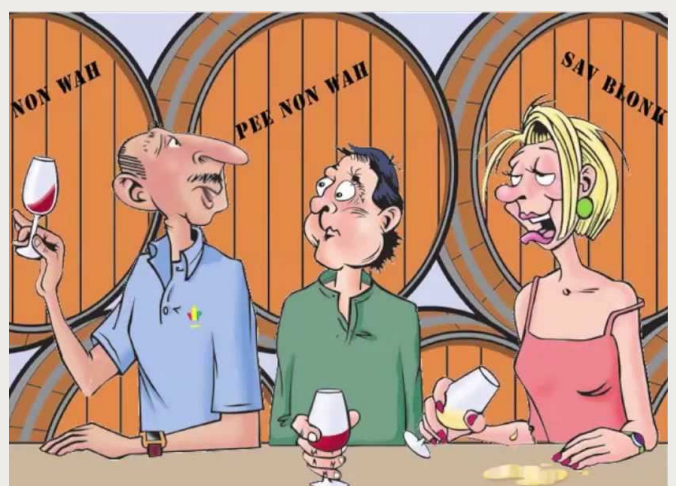


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