

## Breathing life into wine

The hours spent aerating red wine with a decanter have come to an end with the introduction of the Vinturi Essential Wine Aerator

Never before available in New Zealand the US manufactured Vinturi is just in time for the cooler, red wine drinking season, with the Vinturi Red Wine Aerator, at RRP \$79 and the Vinturi Deluxe Aerator Set at RRP \$139.

Vinturi's patented design applies Bernoulli's principle, which states that as the speed of a moving fluid increases, the pressure within the fluid decreases. When wine is poured through Vinturi, its sleek design creates an increase in the wine's velocity and a decrease in its pressure. This pressure difference draws in air, which is mixed with wine for perfect aeration. Vinturi is made from a lightweight material, is easy to hold and is dishwasher safe.

Perfect for gifts, Vinturi also offer a Deluxe Aerator Set, RRP \$139 which is equipped with a stunning pouring tower and red wine aerator. The innovative two-piece tower cradles the aerator to make for an even more enjoyable wine experience.

Traditionally, red wine aeration is achieved by transferring wine into a decanter and leaving it to rest. "The downside to decanting is that it can take several hours to smooth out a bottle of wine, while Vinturi can achieve this in the time it takes to pour a glass," says Sandra Drinkwater, New Zealand Vinturi importer.

*"Aerating makes red wine more true to type and Vinturi draws in the proper amount of air for the right amount of time."*

"Red wine should always have the opportunity to air to ensure the best possible taste. Vinturi releases the wine's intended flavours and aromas

for a richer, smoother flavour, which is more enjoyable," says Jason Plummer, Australian Vinturi distributor. "Using a Vinturi Essential Wine Aerator is not only a convenient, and inexpensive, way to enrich the flavour of red wine; it creates a bit of excitement at the dinner table."

Already, Vinturi is used in over 40 wineries across Australia and New Zealand as its effective, revolutionary design allows drinkers to experience a fuller flavour, more intense colour, better bouquet and smoother finish – all in all, a higher quality wine.

"Aerating makes red wine more true to type and Vinturi draws in the proper amount of air for the right amount of time, Winemakers recognise this and I am thrilled at the how many Australian and New Zealand wineries are using Vinturi at the Cellar Door," says Jason. Recently, the Vinturi Wine Aerator was patented, making it the first wine aeration technology of its kind.

**Come and see for yourself at Stand 474. \***

