



RACK & RIDDLE  
CUSTOM WINE SERVICES

MEDIA CONTACT: Cynthia Faust, Business Development Manager | [cynthia@rackandriddle.com](mailto:cynthia@rackandriddle.com) | (707) 433-8400 x 201

## 2018 World Series Championship Brut Released

***Wine by Design Announces the Boston Red Sox 2018 World Series Championship Sparkling Wine is Now Available for Purchase***

**Healdsburg, Calif. (November 12, 2018)**

— The ***Boston Red Sox*** have won their *fourth* championship title in the last 14 years. To commemorate their momentous victory, the *Boston Red Sox 2018 World Series Championship Brut* has just been released. Club fans and baseball aficionados can purchase a limited-edition bottle of this premium bubbly worthy of celebrating the team's big victory at [MLB.com/wine](http://MLB.com/wine), or at select retail locations.

[Wine by Design](#), the *exclusive* wine licensee of Major League Baseball, has again partnered with [Rack & Riddle](#) to deliver a premium limited-release World Series Championship Brut. The bubbly is sure to be a home run for both the *Boston Red Sox* and its loyal Red Sox Nation.



Winning the World Series is always a significant and historical victory. The winning club and fans deserve a unique, branded bubbly to honor the occasion. Wine by Design is the creative force behind the 2018 and other championship wines that have commemorated historic World Series titles, such as the San Francisco Giants (2012 & 2014), Boston Red Sox (2013), Kansas City Royals (2015), Chicago Cubs (2016), Houston Astros, (2017), and now another for the Boston Red Sox (2018).

“This is our 7<sup>th</sup> year creating a Limited Edition World Series Sparkling with MLB to celebrate such a momentous occasion for baseball fans. We are fortunate to have found such a great partner in Rack and Riddle and are excited about adding a

sparkling wine from one of the most prestigious wine-making regions in California to the *Boston Red Sox* Club Series lineup.” said Diane Karle, CEO, Wine by Design.

Rack & Riddle, one of the nation’s largest custom wine services, specializes in premium private-label sparkling wines. Their esteemed winemaking team, led by Penny Gadd-Coster, Executive Director of Winemaking, custom-blended the exclusive World Series Championship Brut to be a grand slam. Crafted in the true French Méthode Champenoise style, the wine is rich and complex with fine bubbles, highlighting premium grapes grown in California.

“This wine is truly worthy of repeat champions like the *Boston Red Sox*, with fresh fruit aromas of yellow delicious apple and citrus flower nuanced with tropical notes on the nose. The taste follows through with citrus that livens the palate— begging for another taste,” said Gadd-Coster. “The beauty of a well-balanced Brut like this is it pairs well with a variety of foods – from fresh oysters to fish & chips or the perfect greasy slice from your neighborhood pizzeria! It’s perfect for drinking now, and ages well so you can celebrate with bubbly for months to come. Save a bottle to enjoy with a homemade Fenway dog on opening day next season!”

## **ABOUT WINE BY DESIGN**

Wine by Design (WBD) is a marketing and management agency, and the leader in delivering wine-based strategic services and premium wine solutions. WBD provides tailored brand experiences, limited wine releases, events and consulting. By leveraging some of the world’s most recognized sports and entertainment franchises and utilizing an extensive network of winemakers and industry experts, Wine by Design has captured the professional sports fanbase that actively drinks wine. Wine by Design’s existing highlights include an exclusive wine license for all 30 Major League Baseball teams, the First Commissioned Commemorative Super Bowl Wine for SB50 and team-by-team deals in the NFL with the Indianapolis Colts, New York Jets and Tennessee Titans.

For more information, please visit Wine by Design online at [www.winebydesignco.com](http://www.winebydesignco.com) and follow on [Facebook](#), [Twitter](#) and [Instagram](#).

## **ABOUT RACK & RIDDLE CUSTOM WINE SERVICES**

With its expansion in 2014 to two new locations in Sonoma County, and the installation of a high-output automated production line, Rack & Riddle is proudly committed to providing pristine facilities where award-winning winemakers craft both still and sparkling wines. Rack & Riddle offers complete grape-to-bottle, base-to-bottle, and private-label wine programs. Their facilities house nearly two million gallons of stainless-steel storage and fermentation vessels. An exceptional winemaking team produces 1.7 million cases of wine annually. To learn more, visit Rack & Riddle online at [rackandriddle.com](http://rackandriddle.com), and follow on [Facebook](#) and [Twitter](#).

For more information, contact Cynthia Faust, [cynthia@rackandriddle.com](mailto:cynthia@rackandriddle.com) or (707) 433-8400 ext. 201.