



THE GRAPE UNCORKS IN LOUISIANA
Wine Bar and Retail Seller Opens at Perkins Rowe

Baton Rouge, LA (March 17, 2008) – The Grape Wine Bar and Retail Seller is now open at Perkins Rowe. Already a destination for fine wine and small plate gourmet fare enthusiasts across the Southeast, The Grape is enticing a new following in the Baton Rouge area.

The Grape is the perfect complement to Perkins Rowe’s extraordinary shopping, dining and entertainment. The unique mix of retailers paired with the breathtaking, open-air atmosphere is a hub for locals and visitors. As shoppers stroll through the variety of shops, people watch and relax they can enjoy stopping at The Grape at Perkins Rowe for a glass of their favorite wine and small plate gourmet fare.

The Grape is a one-of-a-kind concept that contains a Wine Bar and Retail Seller. The Grape’s Seller is an inviting, well-planned wine shop. Wines are attractively and logically displayed for guests to browse and taste based on The Grape’s copyrighted 10-part classification system, which allows both the novice and the wine connoisseur to choose the perfect complement to their meal and personal taste. Boutique and medium-sized wineries of high quality make The Grape’s cut to provide guests with more than 120 wines of varying style and price. All wines are available by the glass, half glass, bottle and Grapes by the Bunch®. An educated and friendly staff is also on-hand to offer expertise before, during and after the sale.

The Grape’s Wine Bar is a comfortable gathering place with both indoor and outdoor seating. The Wine Bar entices guests to taste the same wines available for purchase in the Seller, along with specialty prepared small plate gourmet fare, including spreads, appetizers, entrees and desserts, to match the wine selections.

This is the first Louisiana location for the Wine Bar and Retail Seller. The Grape originally opened in 2000 in the Vinings area of Atlanta, Ga., and operates 20 stores in the following states: Georgia, North Carolina, Florida, Louisiana and Alabama. With its simple and clever 10-part wine classification system and The Grape’s motto, “Your Taste is All that Counts,” wine connoisseurs and novices alike have fallen in love with the concept across the Southeast.

The Grape Wine Bar and Retail Seller have educated (edutainment) wine lovers in a non-intimidating and fun environment since 2000. The Grape at Perkins Rowe is located at 10111 Perkins Rowe, Suite 160 in Baton Rouge, LA. 70810 and can be reached at 225.763.2288. Visit www.thegrape.com for more information.