



MORGAN

TRADE BULLETIN
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MORGAN'S NEW WEBSITE DEBUTS

Morgan Winery today has launched its new, completely redesigned website – a one stop “shop” for distributors, retailers, restaurateurs, and the press for tools and information on all things Morgan. The new MorganWinery.com dramatically presents the brand’s three decades – long history of award-winning wines and pioneering role in the Santa Lucia Highlands. An expanded “Trade” section provides Morgan’s valued wholesale partners with instantly downloadable and printable tech sheets, accolades info, shelf talkers, maps, logos, and bottle shots.

“The new website and our new trade handout have been carefully designed to help our sales teams tell the Morgan story,” comments winegrower and proprietor Dan Morgan Lee. “These new tools reflect our leadership role in the Santa Lucia Highlands, our pride in our organic and sustainably farmed Double L vineyard, and our long track record of category-leading, accoladed vintages from the SLH and Monterey. Over the next year, we have an ambitious schedule of “in – market” support planned and the new website and trade handout will be important components of the outreach.”

The [trade handout](#) is a beautiful, three-panel “leave behind” that highlights all the key stories and unique selling-points of the Morgan brand. From detailed information on product tiers to specifics on the climate, vineyards, and ‘sense of place,’ it is the essential Morgan sales piece. To request a shipment of these handouts, please contact Marketing Coordinator Kristina Banks, kristina@morganwinery.com.

With more than thirty years experience, Dan Lee and the Morgan label have been synonymous with artisan, vineyard-centric wines from the Santa Lucia Highlands and Monterey. Dan’s

conscientious and innovative farming regimens allied with traditional, “minimalist” winemaking techniques craft wines of balance, elegance and distinction.

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