

VineyardFresh™
 WINE PRESERVATIVE
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TARGET MARKET

Uncork at will. The secret weapon of wine bars, which preserve the quality of opened bottles with



opened bottles with a commercial system that shoots gas into each one, is now available at home for wine lovers who want a taste of that prized vintage, but don't want to down all of it in one sitting. Vine-

yardFresh, a metallic burgundy bottle filled with a mere seven grams of inert gas, promises to preserve up to 50 bottles of opened wine for up to six months. Not bad for \$12.50. "We were already in the aerosol business, so this was a perfect fit," says co-founder David Hall of Bath, who came up with the idea for the product while sitting in a restaurant with his business partner. "We starting penning plans and sketching the product design right there on the dinner napkins." Can't find a bottle of Halls' creation at your local wine store? Check out www.vintagefresh.com.

Correction: www.vineyardfresh.com