

The two-some have already scored big with the first releases, a Super Tuscan style sangiovese and a Napa Valley cabernet sauvignon blend. The wines have won numerous gold medals, a Chairman's award (Riverside International Wine Competition) and a Sweepstakes (Jefferson Cup Wine Competition).

Couples initially discovered a taste for fine wine in his twenties, coinciding with his first golf tournament win. "I have enjoyed learning about wine for more than 25 years," said Couples. "I've met many people in the wine business and have discovered that winemaking is an intricate process."

After doing an in-depth tasting of preliminary blends with Cosentino in 2008, Couples knew he had found the right partner. "Mitch is a great winemaker," said Couples. "I thought it was the right time and place to put my own name, along with Mitch's, on a label."

Cosentino has won more than a thousand awards throughout his 30 year wine career, including the prestigious Andre Tchelistcheff Award for best red wine at the New World Wine Competition, and Best Winemaker for Winery of the Year at the San Francisco International Wine Competition. When he's not in the wine cellar, Cosentino can be found on the golf course.

According to Cosentino, he and Couples share the same vision. "We wanted to design wines to accompany the fine cuisine of the world, but wine that also has a style that works artistically."

Couples & Co. wine is finding its way into fine wine shops and restaurants across the country. The wines are also available for purchase online at [www.pureCruwines.com](http://www.pureCruwines.com).

Couples & Co. is a product of pureCru Napa Valley, an ultra-premium winery founded by Mitch Cosentino. He also founded Cosentino Wine Company 30 years ago, where he continues to make award-winning wines.