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FIGHTING BREAST CANCER, ONE BOTTLE AT A TIME!

- Borracha supports breast cancer awareness with launch of limited-edition *CHEERS TO A CURE* Syrah blend and Wine Wipes set -

San Luis Obispo, Calif. – Giving new meaning to the phrase “drink to your health,” Borracha is pledging their support to breast cancer awareness with the launch of the new limited-edition *CHEERS TO A CURE* wine set. Borracha will be donating \$2 for every \$25 set, which includes a 375 ml bottle of the custom-created Syrah blend paired with the line’s signature product, Wine Wipes, to the local Breast Cancer Care Program at Marian Medical Center in Santa Maria, CA.



The Borracha *CHEERS TO A CURE* Syrah and Zinfandel blend was created specifically to support this important cause, and was produced and bottled by Rancho Cellars in Paso Robles. The wine features dark fruit aromas with plum and black raspberry leading to exotic spice, pepper, and toasty oak notes. The palate is plush and smooth, with a burst of fruit reminiscent of pie cherries and a kiss of sweet oak that lingers on the finish.

And since there’s no indication that the purple smile red wine leaves behind has any health benefits, Wine Wipes will help you to get your antioxidant boost and still smile pretty. The proprietary blend of stain-removing and teeth-protecting ingredients in Wine Wipes cleanse *and* protect from further staining without interfering with the taste of your wine so you can sip, wipe, sip again, and smile big.

The Breast Cancer Care Program at Marian Medical Center provides free medical services to patients in need including mammograms, dietary counseling, exercise regimen, follow-up care and support groups, and also helps low-income patients with basic living expenses such as rent and utility bills.

For more information or to purchase the Borracha *CHEERS TO A CURE* set, please visit www.borracha.us.

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ABOUT BORRACHA LLC

Borracha LLC, located in San Luis Obispo County, creates innovative products for social drinkers while using a portion of the proceeds to support water projects in the developing world. Founded by red wine lover Kimberly Walker, Borracha’s flagship product, Wine Wipes, keeps you smiling pretty, not purple, as you drink your favorite red. The just-launched Pearly Wipes clean, freshen and protect your teeth, lips and tongue from coffee and tea stains, sticky margarita residue, acidic wine damage, and more, and Borracha’s newly-updated website now features an interactive VinQuiz to help you pair your personality to the perfect wine. For more information, please visit www.borracha.us.