

For immediate release:

## **New California Wine celebrates the sensuality of the KamaSutra arts**

*Paso Robles introduces **LXV**, a boutique wine inspired by the 64 arts of KamaSutra that showcases a unique blend in every release and the portrait of an artist on every label.*

**Paso Robles, CA (Oct, 2012)** Romantic evenings have moved from being a *deux* to *ménage-a trois*: you, them and a bottle of wine. **LXV Wine**, a boutique wine inspired by the 64 arts of KamaSutra, aspires to play a stimulating role in elevating your special moment. Featuring unique blends made from high-end, small-lot vineyards from the highly acclaimed Westside of Paso Robles, LXV boasts of an artisanal wine enveloped in a sensuous experience.

### ***LXV Team***



LXV has emerged from the teaming up of two entrepreneurial geniuses from Los Angeles – those of Kunal and Neeta Mittal. And the iconoclastic winemaker Amy Butler. “Even the most exotic recipes have to begin with the basics: the best ingredients and time-honored techniques. The chef’s art should be subtle - nothing should taste overworked. This is also my approach to winemaking at LXV” says Amy, who is known for her old-world approach of making balanced wines that got her a nod from Wine Enthusiast magazine.

### ***LXV Wines***

The style of the winemaking is in keeping with the old world, minimalist and authentic, expressed through contemporary blends (Sangiovese-Petite Sirah; Grenache-Syrah-Tempranillo), showcasing the uniqueness of Paso Robles AVA.

Terroir is, of course, elemental to such a project. The Mittals acquired a wine property on the coveted Willow Creek Road on Westside Paso Robles because the rare soil and climate extremes, perfect for fostering intense varietal characteristics in the grapes, characterize this terroir. The team is on a phased approach to develop a tasting room, vineyard and, eventually, a state of the art winery.

## LXV Wine List



### 2012 Heart Note

*Rose - Syrah, Grenache, Merlot, Viognier (55 cases)*

### 2012 Summer Satine

*100% Viognier (100 cases)*

Best Of Class - 2014 San Francisco Chronicle

Gold Medal - 2013 International Sommelier Challenge

Silver Medal - 2013 International Wine Channel TV Award

### 2012 Rising Tempo

*65% Grenache 23% Syrah 12% Tempranillo (200 cases)*

### 2010 Crimson Jewel

*75% Sangiovese, 25% Petite Sirah (95 cases) (Club Reserve)*

Silver Medal - San Diego International Wine Competition

Silver Medal - San Francisco Chronicle Wine Competition

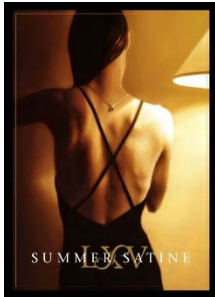
### 2010 Reserve Rising Tempo

*50% Grenache, 25% Syrah, 25% Tempranillo (Club Reserve)*

Silver Medal - San Diego International Wine Competition

Bronze Medal - San Francisco Chronicle Wine Competition

## LXV Wine labels



Every release of LXV showcases an art of KamaSutra. The rich history of KamaSutra unfolds back into the 3rd Century AD when an Indian sage, Vatsyayana, composed KamaSutra for the greater purpose of making art and love to complement each other.

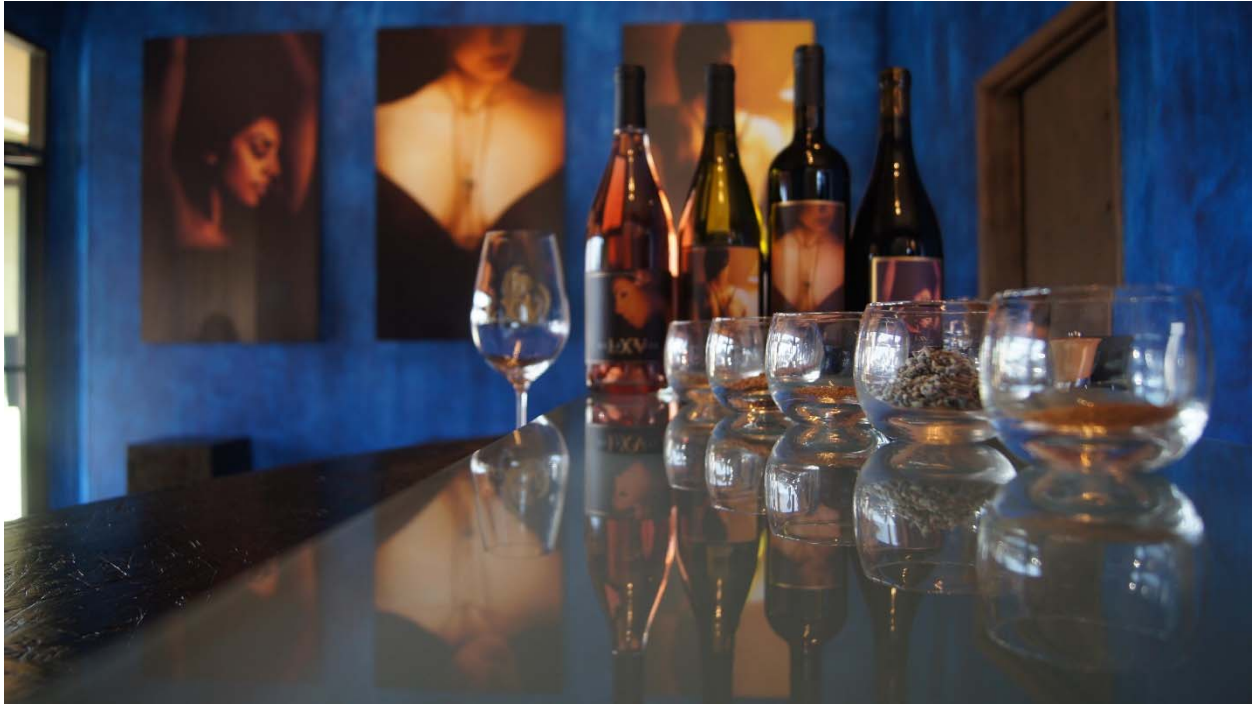
The anchor of each label is the portrait of an artist and their philosophy on art and sensuality. The Mittals' approach re-frames the entire wine experience as a novel Indian series of events that sequentially awaken the full range of senses to more keenly appreciate wine, frame, and ambiance, all strategically designed for an arousingly pleasurable experience.



## LXV Wine Lounge

LXV recently opened doors to a brand new Wine Lounge in downtown Paso Robles. With deep blue walls, day beds full of vibrant colors and plush pillows, wines paired with spices,

and labels inspired by the 64 arts of KamaSutra, the lounge elevates your mood and intimacy that goes beyond just sensing.



The Lounge is designed by renowned local artist, Daniel, The Artist, who found the project exciting because “it allowed me to explore the fusion of Eastern/Western Cultures while staying true to the 'roots' of our local wine community.”

*LXV Wine lounge is located at 1306B Pine Street, Paso Robles, CA 93446. The wine is available for purchase through the website ([www.lxvwine.com](http://www.lxvwine.com)), and the owners are available to offer personal assistance at 530.763.3821. LXV's next release is due in May, in time for the summer season, but the label is kept under wraps.*