



MOSES ANSHELL

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Premier Arizona Wineries Pick Moses Anshell A New Vintage Uncorks Great Wine, Great Marketing

PHOENIX – Moses Anshell, a Phoenix-based marketing agency with a nationally known roster of clients, now proudly represents two amazing Arizona wineries – Callaghan Vineyards and Dos Cabezas WineWorks.

Their wines have been enjoyed at White House events, earned critical acclaim and grabbed international attention.

Named as one of Arizona's Treasures by Gov. Janet Napolitano, Callaghan Vineyards is an instrumental part of the Arizona wine movement and has earned a reputation as one of the best wineries in the Southwest. "One of the best kept wine secrets in America," according to legendary wine critic Robert Parker of The Wine Advocate. Started in 1990 by Kent Callaghan and his parents, Callaghan Vineyards is located in Elgin, Ariz. (www.callaghanvineyards.com)

Dos Cabezas WineWorks, a family owned-and-operated-winery, won the 2007 Governor's Choice Awards for Best Arizona Red Wine and Best Arizona White Wine. Their tasting room in Sonoita offers a relaxed yet inviting vibe where chats with the owners are as common as the great wine. A true family endeavor, the Sonoita, Ariz., winery is owned by winemaker Todd Bostock, wife Kelly and parents Frank and Paula. Callaghan's and Dos Cabezas (www.doscabezaswinery.com) wines are available in many fine Arizona restaurants and retail locations.

"This is an amazing opportunity for us to get in on the ground floor of Arizona's version of Napa Valley," said Louie Moses, president and Chief Creative Officer of Moses Anshell. "They have great wine and a great story to tell."

Moses and Jos Anshell opened up shop in downtown Phoenix in 1982. They have represented an eclectic blend of clients, including the Arizona Office of Tourism, Shutters on the Beach, Peter Piper Pizza, TASER International, The Nature Conservancy and gaming products related to Rock Band and Guitar Hero. For more information, visit www.mosesanshell.com