



**Contact:**

Chris Fiscus  
(602) 254-7312

## Cheers to another new Moses Anshell client

Vino anyone? The [Arizona Wine Growers Association](#) has hired Moses Anshell to represent the state's wine industry, which includes 39 wineries in three different regions of the state.

Arizona wine is receiving barrels of national acclaim:

- The state's wine has been served in the White House.
- Twenty-three wines from eight Arizona wineries now have scored at least an 88 rating from *Wine Spectator*.
- Dick Erath, who pioneered the Pinot movement in Oregon, now has a vineyard in southern Arizona.
- "Blood into Wine," a documentary about Tool front man and Arizona winery owner Maynard James Keenan, is gaining attention from the likes of the *Washington Post*, *Rolling Stone* and *The Los Angeles Times*.

Moses Anshell will promote Arizona wine across the state, region and country and will represent the association in mainstream and trade press. MA also will help promote the association's signature event, The Festival at The Farm. The festival is Nov. 6, 2010, at The Farm at South Mountain.

Most of Arizona's vineyards can be found between 4,200 and 5,200 feet in northern Arizona's Verde Valley, near Sonoita and Elgin in southern Arizona, and in the Willcox region in southeastern Arizona. The result? Many a happy grape.

Join us in raising a glass to the association, our new partnership, and the future of Arizona's boutique wineries!

**About Moses Anshell:**

Moses Anshell is a national full-service marketing firm based in Phoenix, Arizona. Situated in the heart of downtown Phoenix in a renovated warehouse, the agency was founded by Louie Moses and Jos Anshell, still partners today. Moses Anshell is the only Arizona agency to win the prestigious Clio Award. It has six. The agency was named one of the top 20 creative shops in the country by *Advertising Age's Creativity Magazine*. For more information, visit [www.mosesanshell.com](http://www.mosesanshell.com)