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## **AWARD WINNING WINERIES ON SHOW AT HOT PINK!**

**The 2010 Hot Pink Charity Cocktail Party celebrating the launch of the rosé wine and supporting the New Zealand Breast Cancer Foundation will this year feature 12 of Hawke's Bay's finest wineries.**

Rosé is the new darling of the wine industry and will be the main wine featured at Hot Pink on Friday 17<sup>th</sup> September at the Hawke's Bay Opera House Plaza in Hastings from 6pm to 9pm. Rosé is certainly becoming one of the chic and fashionable wines to drink, with more than 100 New Zealand labels on the shelves and dozens more from overseas.

This year's returning wineries will include: Askerne Estate Winery, Bridge Pa Vineyard, CJ Pask Winery, Clearview Estate Winery, Salvare Estate, Trinity Hill and Unison Vineyard.

Helma van den Berg of Clearview Estate Winery says, "we are delighted to continue with this superb event and congratulate Hastings city on their initiative. We had a lot of fun last year and will be releasing our 2010 Black Reef Blush at Hot Pink this year. Black Reef Blush has been produced for over a decade and received a succession of gold medals".

The new wineries taking part for the first time this year will include: Black Barn Vineyards, Elephant Hill Estate Winery, Esk Valley Estates, Lime Rock Wines and Sileni Estates.

Pip Austin of Sileni Estates is thrilled at the opportunity to be a part of Hot Pink this year and says, "Sileni has established a reputation for making internationally recognised and award winning Rosé wines and will be presenting two at this year's Hot Pink event – Sileni Cellar Selection Hawke's Bay Rosé 2009 and the recently released Sileni Cellar Selection Sparkling Rosé".

Magdalena van den Berg from Elephant Hill Estate Winery says, "Hot Pink is a wonderful Hawke's Bay event for us to celebrate the release of our highly anticipated and sought after Elephant Hill 2010 Rosé. Drinking a glass of Rosé is the 'unofficial' way to close the door on winter and say hello to spring and summer, it's definitely going to be a fun night, we'll be in great company and we're looking forward to sharing the occasion with all".

The event will embrace the iconic wineries, food and wonderful entertainment together on one dazzling occasion. Proceeds from the Hot Pink Charity Cocktail Party will benefit the New Zealand Breast Cancer Foundation initiatives and programmes. Tickets are available from Ticket Direct for \$28 (booking fee applies – [www.ticketdirect.co.nz](http://www.ticketdirect.co.nz) – 0800 4 TICKET).

**For more information please contact:**

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