

FOR IMMEDIATE RELEASE

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## Decant Your Wine? Now You Can Just Pour!

### **Centellino® Top-of-the-Bottle Wine Decanter is Lab Certified to Aerate as You Pour, NEW!**

St. Louis, Missouri – November 10, 2009 – Fiorino Italian Imports announced today the launch of the newest, most innovative wine accessory item developed to elegantly decant and aerate wine as you pour it from the bottle. The Centellino® is a unique wine tool, made of hand blown Italian glass that is inserted into the top of a bottle of wine, that when poured through, is designed to immediately enrich and enhance the bouquet and flavor of wine.

Patented and lab certified, the Centellino took three years of research and trial to obtain the perfect design and glass composition. As wine is poured into the amphora of the Centellino, the wine covers and moves through the inside surface of the glass; similar to the action of swirling wine in a goblet. When pouring the wine from the amphora into a glass, it will effervesce, adding more oxygen and accelerating the decanting process.

“We are very excited about the Centellino and to bring forth this new innovation in wine decanting to the market,” says Joe Fiorino, President, Fiorino Italian Imports and Centellino distributor. “Accelerated to traditional decanting methods, Centellino permits enthusiasts a unique new way to experience the aroma and flavor of wine; assuring the first sip is as good as the last sip.”

The Centellino is available at select retail locations throughout the U.S. and at [www.centellinoUSA.com](http://www.centellinoUSA.com). Retail prices for the Centellino range from \$45.95 – \$49.95.

View a short Centellino demonstration video:

<http://www.youtube.com/watch?v=VOuwwEgU5N8>

### **About Fiorino Italian Imports**

Fiorino Italian Imports was founded to import and establish Centellino in the U.S. market. Centellino® is a hand blown Italian glass decanter designed to enrich the flavor and bouquet of wine a glass at a time. Produced in Italy and brought about by three years of trial and research to design the perfect pour. Centellino® is new to the United States wine market and now available through Fiorino Italian Imports.

