



Hot Hollywood Party Rewrites Rules Of Wine

Keith Mattingly, Socal.com Writer - Monday, Oct 15, 2007

For some, a good night requires more than moseying to a dive bar for vodka tonics or cheap brew. Others love the sensuous qualities of good wine, but prefer to abstain from snobby or pretentious wine tasting fanfare. **Rock 'n Roll Wine** creates unorthodox and revolutionary events to cater to these very people, who seek great music and great wine, in a lively but laid-back atmosphere. Their most recent event took place at Hollywood's posh **Ritual Supper Club** on the night of Friday, October 12th, and marked the introduction of wine tasting's metamorphosis to Los Angeles.

Headlining the night was acoustic rock artist **Chris Clouse**, who blends the sounds of modern rock, hip hop, and techno/trance to create a unique and upbeat sound, perfect for energizing a hip party crowd. Clouse has an eclectic background and repertoire, having played country music for much of his life on both fiddle and guitar, before moving towards his current sound during college. He is lauded for his versatility across genres, and the ability to entertain audiences of all different tastes.

Spread throughout the club were five separate tasting stations with a total of eleven different wines to sample – more than sufficient to keep attendees occupied and uninhibited. Endearingly, the program also coupled each wine with an accompanying musical selection, from the upbeat "Sexyback" by **Justin Timberlake** to **Marvin Gaye's** hackneyed but hypnotically romantic "Let's Get It On." Of course, the former was coupled with the "powerful, intense" **Incognito Viognier** from **Michael David Vineyards**, while the latter **Jacuzzi Carneros Pinot Noir** is described by **Jacuzzi Family Wines** as "elegant, rich, silky, and perfect for the hot tub." Who ever heard of sexual undertones in marketing?

Rock 'n Roll Wine showcased their own grapes as well in the signature **Rock 'n Roll Wine Shiraz**, popularly known by its nickname, "The Grotto." This selection, grown in South Australia, is "full of succulent spice and hedonistic hints of dark chocolate that slither off your tongue" – perfect to sip with a special someone to the sounds of **Prince's** "Kiss."

Hungry carousers were appeased by servers traversing the club with finger foods such as chicken skewers and mini-cupcakes, and the Supper Club also offers an upscale menu of Pacific Rim delights and delicacies. Souvenirs were also available, such as tee shirts and large stemless wine glasses.

Rock 'n Roll Wine was started by entrepreneurial partners **Chris Hammond** and **Sonny Barton**, who believe an invaluable element of great wine is having a high-energy and low-snobbery environment in which to enjoy it. Changing the way people approach and perceive wine, and the factors they associate it with, are key to making it the best possible recreation and passion.

The event was their first in California, which has previously played host in Las Vegas and Ann Arbor, MI. The company has met great success in these cities, throwing numerous parties such as the colossal **Wine Amplified Festival** at the **Mandalay Bay Beach**, which brought in over 50 wineries, 120 wines, and the ever-popular band **Sugar Ray**.

This prosperity prompted expansion to the Los Angeles nightlife scene, where they plan to throw many more bashes in the near future. Expansions are also planned for the nightlife scenes in New York City, Miami, and Phoenix. Look out for upcoming dates – there's a new style of party for all lovers of wine, music, and fun, and you don't want to miss out!