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From Whining to W.I.N.O.S., How One Woman Fulfilled a Dream

Blowing Rock, NC – Bonnie Jesseph had a busy life: she raised four kids, moved 14 times, worked both in the corporate and consulting world and just completed her 15th move to a small town in North Carolina from Chicago. After the loss of both parents and sending her kids off to college, she was suddenly stuck at home alone for the first time in thirty years. It was only understandable if she whined a little about her current state of affairs, instead she became president and chief executive of W.I.N.O.S.™

“I knew that I wanted and needed some sanity at this particular crossroads in my life. Of course, I just happened to be drinking a glass of wine during my soul searching. I visualized sanity as diving into a wine glass at the end of every day and before I knew it, W.I.N.O.S.™ was born,” said Jesseph.

Jesseph worked with a local artist in Blowing Rock, North Carolina to create the logo with a woman diving into a wine glass. The fledgling entrepreneur loves to cook for family and friends and often adds wine to many recipes, so she sat down and penned her first cookbook, *W.I.N.O.S. Cook With Wine*. The success of that cookbook was followed up by *W.I.N.O.S. Hormonal Moments*, *Cooking With Wine and Chocolate* and *MAN Your Grill, Cooking and Grilling With Beer* and the newly released *W.I.N.O.S. GO TAPAS, Appe-teasers and Mini-Meals*.

The logo of the woman diving into the wine glass became so popular among her cookbook fans that Jesseph was flooded with requests to put the icon on aprons and t-shirts and she launched a product company to meet the requests. W.I.N.O.S. now features a large selection of apparel, cocktail napkins and accessories and can be found in over 1,200 stores and wineries nationwide.

The company is expanding again with the launch of new membership program, W.I.N.O.S. Buddies™

“Whenever we have a booth at a wine festival or at a merchandise mart, women take one look at the woman diving into a wine glass and say, ‘Sign me up!’”, said Jesseph. “That’s when the lightbulb went off and I thought we do need a club for these women and then I was approached by a group of women in Chicago to set up the first chapter.”

Social societies such as the Red Hat Society and Blue Thong Society have grown in popularity in recent years as women look to redefine their lives and place a larger emphasis on the importance of their friendships and connections with other women. The main purpose of the W.I.N.O.S. Buddies™ program is to bring together women of all ages and backgrounds who share a common interest in wine, cooking and camaraderie with an emphasis on giving back to their communities.

“The main focus of our groups is getting together and giving back. A discernible difference with W.I.N.O.S. is the philanthropic component and we use the tag line, ‘Making a difference with every sip.’ We wanted to put together a meaningful membership program that will provide the platform to easily do this,” said Jesseph.

Women can join W.I.N.O.S. Buddies through the website and establish a chapter in their own city. Members receive special discounts, monthly newsletters, access to chapter meetings and programs and the ability to give back to a charitable organization of their chapter’s choosing. A special W.I.N.O.S. Buddies™ cruise is planned for Spring 2009, which will provide social networking opportunities for all chapters as well as special programs on wine education and cooking demonstrations.

“I’m very excited about the launch of W.I.N.O.S. Buddies program,” said Jesseph. “I’m living my dream and the best part of this company is the women I get to meet and the friendships I’ve made. I can’t wait to bring this camaraderie and fun to other women who share a passion for wine, eating, friendships and philanthropy.”

About W.I.N.O.S.™

Headquartered in Boone, North Carolina, W.I.N.O.S.™(Women In Need of Sanity) is all about cooking, eating, laughing, enjoying wine, friends, family and most of all having fun. The company’s goal is to offer cookbooks, apparel and accessories with a sense of humor. W.I.N.O.S. operates with a high set of standards, a sense of purpose and the desire to give back with a portion of the profits dedicated to the prevention of breast cancer, heart disease and domestic abuse. The W.I.N.O.S. Buddies™ is a social membership program with chapters being established across the country. To learn more about the company, please visit www.winoshavefun.com.

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