

Groupon Launches Private Label Wine Selection

Selection of four exclusive wines helps raise a glass during holiday celebrations

CHICAGO--(BUSINESS WIRE)-- Today Groupon announced a new line of private label wine, making it easier to keep a few bottles on hand for the holidays or test whether your postal carrier has been drinking your mail. Inspired by the company's mascot, Groupon the Cat, the line includes four wines — Snazzy Cat Chardonnay, Top Cat Merlot, Chatty Cat Cabernet Sauvignon and Jazzy Cat Pinot Noir — and is sourced from some of California's best wine-growing regions, which are mostly located somewhere around the top part.



Groupon Wine: (from left to right) Top Cat Merlot, Snazzy Cat Chardonnay, Chatty Cat Cabernet Sauvignon and Jazzy Cat Pinot Noir (Photo: Business Wire)

The four wines include:

- **Snazzy Cat Chardonnay:** flavors of melon, pear and Fuji apple abound; hints of cinnamon, vanilla and a creamy finish make it a good match for seafood;
- **Top Cat Merlot:** vanilla and spice overlay flavors of blackberries and plum in a rich wine that's versatile enough to pair with many kinds of dishes;
- **Chatty Cat Cabernet Sauvignon:** ripe cherry and berry meet layers of mocha, black pepper and sweet preserves in this soft expression of the grape; this Cabernet is worthy of simply drinking on its own;
- **Jazzy Cat Pinot Noir:** notes of vanilla from French and American oak add complexity to the intense black cherry aromas and flavors; serve it with light pasta dishes or pork.

Each type of wine is available for purchase in a package of six bottles. A [sample option](#) including all four wines is also available.

The wine is exclusively featured on Groupon Goods.

About Groupon

Groupon (NASDAQ: GRPN) is a global leader of local commerce and the place you start when you want to buy just about anything, anytime, anywhere. By leveraging the company's global relationships and scale, Groupon offers consumers a vast marketplace of unbeatable deals all over the world. Shoppers discover the best a city has to offer on the web or on mobile with Groupon Local, enjoy vacations with Groupon Getaways, and find a curated selection of electronics, fashion, home furnishings and more with Groupon Goods.

Groupon is redefining how traditional small businesses attract, retain and interact with customers by providing merchants with a suite of products and services, including customizable deal campaigns, credit card payment processing capabilities, and point-of-sale solutions that help businesses grow and operate more effectively. To search for great deals or subscribe to Groupon emails, visit www.Groupon.com. To download Groupon's five-star mobile apps, visit www.groupon.com/mobile. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

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