

**For Immediate Release**

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**The Founders of *Nicole Marie*  
Announce the Grand Opening of  
Concord's New Home/Lifestyle Boutique:  
Taste of Tuscany**

Taste of Tuscany will be the first to carry exclusive  
handmade *Deruta* ceramics from *Maioliche Originali Deruta*  
(Authentic Deruta Majolica)

**Concord, Mass – July 24, 2006** – *Nicole Marie*, a contemporary fashion boutique located in Concord, Mass, today announced the opening of its sister home/lifestyle boutique, *Taste of Tuscany*. *Taste of Tuscany* carries a selection of authentic and hard-to-find Italian wines, artwork, antiques, ceramics, collectables and furniture.

*Taste of Tuscany* meets the high standards of customer service set by *Nicole Marie*. After being welcomed by a knowledgeable and elegantly-dressed sales consultant, customers can sample a glass of one of Taste of Tuscany's handpicked wines - like a hearty Tuscan red or a light and fruity *Prosecco*, an Italian sparkling wine.

"After the wonderful feedback [*Nicole Marie*] received from customers and neighbors in Concord, we decided to accelerate our plans to open our Tuscan lifestyle boutique. We are confident that *Taste of Tuscany* compliments both the fashion boutique - and Concord itself - with a fresh, new shop where people can find good conversation and interesting wines, scents and décor," said Marissa Fondots, proprietor of *Nicole Marie*. "My family and I love to

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explore the wonders of Tuscany every chance we get. The Tuscan aesthetic is a reflection of a life well-lived," continued Fondots.

"Their love of fashion, Italian wine, and Tuscany in general complement each other in a way that is fun, fresh and unique. Marissa has created a cool place, a bit hidden downstairs on Main Street in Concord center. Once you enter, you feel like you are in a sanctuary that only a few know about," said Linda Crampton of Sudbury.

*Taste of Tuscany* is already earning praise through its collection of full bodied, opulent, and highly-rated Italian wines - with many in the 90+ range, according to Wine Spectator magazine. These wines include *La Poderina Brunello di Montalcino* 2001 (93 pts Wine Spectator), *La Spinetta Barolo*, *Melini Chiant Classico "la Selvanella"*, *Casanova di Neri Brunello di Montacino* 1997 (97 pts Wine Spectator), *Castello Di Querceto chiant Classico Riserva* 1999 (92 pts Wine Spectator), *Vietti Varola Villero Riserva* 1996 (97 pts Wine Spectator), *Ca' Del Vispo Toscana Rovai* 2002 "Super-Tuscan" (92 pts Wine Spectator) and a set of fine whites and sparkling wines from across Italy.

In addition to its other offerings, *Taste of Tuscany* will offer wine-and-shopping excursions to a variety of destinations, including Montepulciano, where Valdichiana tours will allow guests to discover cantinas and wineries as old as Italy's wine-making tradition itself. Services include round-trip transportation, a personal driver, and tastings at wineries. Travellers who choose the "Esclusivo" option will benefit from a personal guide service and VIP wine tastings at a number of wineries, including - when available - the 13<sup>th</sup>-century Castello Banfi, one of Montalcino's most celebrated producers. Tours can conclude with a fashion shopping excursion in Rome, Florence or Milan.

Many of the prominent wine makers will also be visiting Concord for private tasting parties starting in August.

### **About *Nicole Marie***

*Nicole Marie* features exclusive contemporary designer styles from Europe and America in a European-boutique atmosphere. Designers that *Nicole Marie* will be carrying exclusively include *Blu Girl*, *See by Chloe*, *Walter Baker*, *Tocca*, *Gossard*, *Argentovivo*, *Simone Perele*, *Max Studio*, *Blue Cult*, *J Brand*, *Earnest Sewn*, *Lilly Pulitzer*, *Lacoste*, *French Connection*, and *Urban Outfitters' Free People*.

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### **About *Taste of Tuscany***

*Nicole Marie's Taste of Tuscany* is a new boutique located at 32 Main Street in the heart of Concord, Mass. At *Taste of Tuscany* much of the wine buying is done by husband David, who grew up working for his father for 12 years at the family Winery, Conestoga Vineyards in Lancaster and Birchrunville, Pennsylvania. Marissa and David make several buying trips to Italy every year and know the Tuscan region and its artisans well. In the fall of 2006, a new line of ceramics will be introduced sold exclusively in Concord and nowhere else in the world.

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