

## **FOR IMMEDIATE RELEASE**

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### **INSPIRED TECH WIZARD'S CREATION KEEPS EXPENSIVE WINE AT ITS PEAK**

*Santa Rosa, CA—December 14, 2004.* Necessity, it's said, is the mother of invention. Engineer Gregory Luzaich needed a solution to every wine lover's familiar dilemma — how to save a partially consumed bottle? Thanks to Luzaich's innovative new storage product, the Wine Steward from Pek (pronounced "peak") Preservation Systems, connoisseurs now have an easy and affordable answer.

Luzaich, Pek president and CEO, lives in Northern California's Sonoma wine country. Like many residents, Luzaich enjoyed dining with a glass of the finest local vintage. One glass, however, does not a bottle empty. Thus, Luzaich often found himself faced with the unappealing prospect of discarding the unused portion of a costly wine.

Determined not to settle for the troublesome status quo, Luzaich applied his considerable mechanical engineering and design skills to this challenge. The result, after three years of research and development is a technological marvel that preserves and stores individual bottles of wine at the perfect temperature, eliminating needless, budget-breaking waste: the Pek Wine Steward.

Fanciers of the grape are applauding. Dr. Ronald S. Jackson, author of *Wine Science: Principles, Practice, Perception and Wine Tasting: A Professional Handbook*, writes, "The Pek Wine Steward combines the right technologies with stunning aesthetics to reduce oxidation and improve the wine consumer's experience."

"For the aficionado of fine wine, the Pek Wine Steward is the ultimate gift," says inventor Luzaich. "Its state-of-the-art design delivers the most effective consumer system for wine preservation and serving temperature management. Many wine lovers can't afford thousands of dollars for a professional wine cabinet. For the price of a couple of bottles of fine wine, everyone can afford the Pek Wine Steward."

The handsomely crafted, simple-to-operate Pek Wine Steward uses easily replaceable cartridges to fill a wine bottle's air space with high-purity argon gas thus removing the oxygen from the bottle and from contact with the wine. This inert element prevents oxidation and keeps delicate vintages from spoiling. "With the Pek Wine Steward, my wife will never again watch me pour \$20-30 of great wine down the drain," Luzaich says. "And, I'll never have to resort to drinking bad wine just to avoid throwing the good stuff away."

Available in stylish silver or classic black, the Pek Wine Steward retails for a suggested price of \$219.00. Learn more about this revolutionary gourmet product at [www.peksystems.com](http://www.peksystems.com).