

KORBEL CALIFORNIA CHAMPAGNE SPONSORS IRONMAN LAKE TAHOE

GUERNEVILLE (Russian River Valley), CA, September 23, 2013 – Korbel California Champagne has been a part of celebrations large and small for more than 131 years and has added the IRONMAN Lake Tahoe triathlon to the list of prestigious events. Korbel was a sponsor of the inaugural event on Sunday, Sept. 22, 2013 which was the first full-distance IRONMAN triathlon in California since 2001.

As part of the action Korbel was featured throughout the event including on snow fencing along the finish chute, and in the form of inflatable champagne bottles on the course. Additionally, award winners of both the men and women's groups were presented with a special bottle of Korbel California Champagne during the award ceremony after competing in the race which consisted of a 2.4-mile swim, 112-mile bike and 26.2-mile run.

"Champagne is synonymous with celebrations and Korbel has been the trusted choice when toasting celebratory occasions for more than 131 years so we're thrilled to be a part of this inaugural event," said Gary Heck, owner and president of Korbel Champagne Cellars, "The many notable events Korbel has been a part of, from Presidential inaugurations to international sporting events, demonstrate our reputation as the champagne of choice for celebrations large and small."

The IRONMAN Lake Tahoe triathlon included a swim in the pristine waters of Lake Tahoe, a bike course that winds its way up to Brockway Summit before descending and finishing in Squaw Valley, the home of the 1960 winter Olympics, all followed by a spectacular run along the Truckee River that includes one of the most scenic lake vistas in the world. More than 2,500 triathletes were expected to compete.

Visitors and athletes could toast IRONMAN Lake Tahoe during the race week festivities with a Korbel Sparkling Pomegranate Margarita which was available throughout the event.

Korbel Sparkling Pomegranate Margarita

1 oz. Herradura tequila
1 oz. lemonade
1 oz. pomegranate juice
4 oz. Korbel Sweet Cuvée

Salt the rim of a rocks glass. Pour Herradura tequila, lemonade and pomegranate juice into a shaker with ice. Shake and strain into the glass (over ice). Top with Korbel.

Established in 1882 in Sonoma County's Russian River Valley, Korbel Champagne Cellars produces the United States' most popular méthode champenoise champagne. But the true measure of Korbel's success during its 131 years can be seen in the impact it's had on American consumers and its presence at various celebrations throughout the years. Owned and managed by the Heck family since 1954, Korbel currently makes eleven California champagnes and a limited amount of still wine. In a separate facility Korbel also produces one of the country's most respected brandies.

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Celebrate responsibly.

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