

for immediate release

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## **SILVER TRIDENT OFFERS NEW TASTING EXPERIENCES “Puppy Pairings” for canine guests**

Yountville, Napa Valley, spring 2023 ---- Silver Trident Winery is adding a new tasting experience for canine guests to its Tasting Home options: Puppy Pairings, a tasting of four treats and a take-home Silver Trident-branded water bowl. The cost is \$20 per experience.

Canine guests will enjoy a flight of

1. One banana-cake flavor “puppycake”
2. One “grrr-nola” flavor dog bone-shaped cookie
3. One peanut butter-oat flavor wineglass-shaped cookie
4. A take-home gift: a peanut butter-oat flavor wine bottle-shaped cookie.

The experience is presented in courses, synchronizing with the one-wine-at-a-time presentation of wines happening for the puppies’ human counterparts. The tasting includes a Silver Trident-branded collapsible travel water bowl which can be taken home. This can be enjoyed inside the Tasting Home or in its outside tasting areas.

The Puppy Pairings can be arranged without advance reservations, but it must be complemented with the purchase of one of the winery’s other (human!) tasting options, The Flight of Five (\$50) or The Potato Chip Extravaganza (\$50), which must be reserved in advance.

Silver Trident is working with Paws Gourmet Bakery in Silverdale, Washington (<https://www.pawsgourmet.com/>). It is a small family owned and operated bakery that was founded with the core principle of being the healthiest and most sustainable pet bakery in the entire U.S. All of their treats are handmade and hand decorated in the Pacific Northwest.

“We get a ton of inquires as to whether or not we allow dogs at the Silver Trident Tasting Home,” explains founder Bob Binder. “Although our reply has always been that ‘we’re dog friendly, if your dog is friendly,’ we’ve decided to elevate the experience for everyone involved, especially our four-legged furry friends. Everyone walks away with a huge smile on their face, and that’s ultimately what it’s all about,” he adds.

Silver Trident also offers logo’d dog collars and bottle-shaped dog toys.

Silver Trident’s Potato Chip Extravaganza is unlike any other wine tasting that you may have experienced, featuring five Silver Trident wines paired with five different artisanal potato chips.

Considerable research went into finding tasty potato chips from small producers around the country. This experience takes about 60 minutes and the cost is \$50 per guest. Winery founder Bob Binder came up with the idea while on a flight back to Napa Valley: “I was on the airplane enjoying a glass of wine and crunching away on some potato chips and I found myself smiling,” he explains. Hence the idea of the Potato Chip Extravaganza. “We wanted to have some fun and put a smile on people’s faces with this tasting,” Binder explains. “Our goal is to focus on the approachability of our wines and to showcase them creatively with a fun and casual presentation,” he adds.

The winery’s current releases are 2021 Symphony No. 9 Sauvignon Blanc, 2022 Apollo’s Folly Rosé, 2021 Benevolent Dictator Pinot Noir, 2019 Playing with Fire, 2019 Twenty Seven Fathoms Cabernet Sauvignon and 2019 Friends & Family Reserve Cabernet Sauvignon.

Silver Trident Winery is a small production winery whose Yountville Tasting Home is an elegant showroom with décor and furnishings by the Ralph Lauren Home Collection. It is located at 6495 Washington Street, Yountville, CA 94599 and is open seven days a week 11ish – 6ish.

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