



Dear Doctor,

My name is Nicholas Harary and I am the Owner/Executive Chef of Restaurant Nicholas in Red Bank, NJ. Restaurant Nicholas is a New York Times four star restaurant and has been the #1 New Jersey Zagat rated restaurant since 2005.

In 2011, I launched the Nicholas Wines program. Each month, I select 2-3 wines to sell in my online store (www.restaurantnicholas.com). My long lasting, personal relationships with winemakers and commitment to storing wine at 56 degrees from Day 1 equates to unique access and value for my customers.

Why ship at 56 degrees? I only buy wine that has been shipped and stored in temperature-controlled containers from the time they leave the winery's cellar to the moment you pick them up at the restaurant. Think about it...wine is an agricultural product. It's just as sensitive to the elements as milk or meat. You certainly wouldn't buy those products if they had been left for half a day cooking in a metal container on the docks of Elizabeth. Only wine shipped and stored at 56 degrees can guarantee that it tastes exactly as it does in the cellars of our many winemaking friends around the world.

Moving forward, I will be sending members of The New Jersey Society of Plastic Surgeons exclusive opportunities to buy limited, extraordinary wines. In addition, I will be sending you offerings BEFORE I send to my 13,000 customer database. Many of my wine selections sell out within a few hours, so this guarantees you will have the first opportunity to buy before my inventory is depleted.

Live to Eat,
Nicholas Harary

NOTE: Nicholas Wine selections can be ordered by the bottle and/ or case and picked up at the restaurant or shipped throughout New Jersey and the US.