

The November issue of Better Homes & Gardens hits the newstands today!

The cover story is an 11-page photo/story featuring Thanksgiving at the home of Kendall-Jackson executive chef Justin Wangler. The story features 10 recipes and turkey preparation tips as well as wine pairing suggestions with Kendall-Jackson chardonnay, pinot noir and riesling wines. The article also includes recommendations for using Kendall-Jackson verjus and olive oil.

Several prompts in the story direct readers to www.kj.com/bhg a landing page jointly created by Marketing and Public Relations-for special offers on the featured wines and video demonstrations of techniques described in the story. The landing page helps maximize the impact of the Better Homes & Gardens article during this crucial time of the year. It makes it easy for readers to order wines while giving them added value. It also helps us measure the impact of the article itself, solidify good relations with this important publication and build direct relationships with Better Homes and Gardens readers.

We have also launched the Kendall-Jackson brand into the world of social media with Kendall-Jackson on [Facebook](#) (as distinct from the [Wine Center presence there](#));

In addition, we have begun the Kendall-Jackson Twitter page (<http://twitter.com/kjwines>) to foster an ongoing conversation with our constantly-growing Kendall-Jackson community. Everyone is encouraged to join and take part in the discussion when you are able.

Caroline