

Congratulations to the Social Media team, Adam Beough and Rocky Slaughter. Earlier today they noticed Robert Parker, who rarely tweets (only 44 times since he joined Twitter), tweeted the following about KJ "Obama drinks it. I recommend it...so please try the Kendall-Jackson 2008 Vintners Reserve chardonnay-under\$15" The tweet can also be read on: <http://twitter.com/RobertMParkerJr/status/8675826580> .

Adam and Rocky quickly seized the opportunity and retweeted the Parker recommendations to thousands of KJ followers to include posting it on KJ's facebook page. They then got Jess and Barbara to post a video response here: <http://bit.ly/bditH1>

Great news and a fun to share with our friends and customers....