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Hudson Valley

BUSINESS JOURNAL

'Blend # 2' becomes the first "Happy Bitch" wine selection

Festivalgoers at the Hudson Valley Wine & Food Festival had a unique opportunity this year - to influence what would become the first ever Happy Bitch wine. In an effort to have some fun and involve the public in developing their wine, Keryl Pesce and Debbie Gioquindo invited attendees to taste three blends of a Rosé wine and vote for their favorite.

"People had a blast! They were standing 3 and 4 deep both days, wanting to taste and vote. People love to be part of something. It was amazing and heart warming to see how excited people were and how many well wishes we received," said Pesce.

Voters even left notes on their vote cards: "Love you!" "Very Good" "Excellent" "Smooth and not too sweet!" And the winner?

Drum roll please.... Blend #2!
 Now officially called Happy Bitch Rosé Wine, the former Blend #2 is described as

heavy hors d'oeuvres, glass of Happy Bitch Wine to toast and a signature wine glass. Tickets are \$65 per person, with \$10 from each ticket sold benefits Miles

of Hope Breast Cancer Foundation.

For ticket information visit www.happybitchwines.com or call 845-377-0483



Debbie Gioquindo and Keryl Pesce

About Happy Bitch Wines

Social media, in particular, Twitter led to the creation of the wine. When Keryl Pesce, author of Happy Bitch, tweeted about possibly creating a Happy Bitch wine, Debbie Gioquindo, Hudson Valley Wine Goddess, tweeted back that she should make it a Hudson Valley Wine. No surprise, as Debbie's blog educates readers about wine with a focus on the Hudson Valley region. The two agreed to meet, not realizing that a tweet and a cup of coffee were actually a partnership in the making.

Keryl is in the business of happy. Debbie is in the business of wine and marketing. Put the two together and you've got a force to be reckoned with - a perfect "blend" to create a wine designed by women, for women.

"Happy Bitch Wines will deliver more than a great tasting wine. Happy Bitch Wines is not just about wine, it's about lifestyle. Our image will be one of living life to the fullest starting right now, enjoying every moment, and choosing happiness as a way of life."

a delicious rosé wine with a pretty pinkish/peach color. Designed for a woman's palate, it's lively and has just the right amount of fruitiness and sweetness to make it yummy and your taste buds happy. Also meant to delight your sense of smell, it is clean and crisp on the nose, you'll find hints of green apple and strawberries.

The winning blend will launch October 20th at The Grandview in Poughkeepsie, Thursday, from 6:00 pm - 9:00pm. The event is open to the public.

"After all, they are the ones who chose the wine," says co-owner Debbie Gioquindo, "and we want to celebrate with them!"

There will be music by Michael Dell,

