

**NEWS RELEASE
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**BELLASVAGO INTRODUCES TORKSCREW™, AN ALL-IN-ONE OPENER
ADDRESSING TODAY'S DIVERSE BOTTLE CLOSURES AND
CONSUMER DEMAND FOR TASTEFUL PRESENTATION**

*Designed for Professional and Home Use, Stylish and Compact Torkscrew Opens
Cork, Screw Cap, Champagne and Crown Cap Finished Bottles*



(Hillsboro, Oregon, March 24th 2010) – BellaSvago Enterprises today announced the introduction of its sleek, versatile and stylish Torkscrew screw cap opener. Combining function and form, the USA and Worldwide Patent Pending Torkscrew is an all-in-one opener that includes a foil cutter, corkscrew and screwcap opener with a no-slip rubberized grip and magnetic base to keep it safe readily at hand. Built of the finest materials and made in America, Torkscrew is a wine lover and waitstaffer's best friend; opening virtually all cork, screw cap, Champagne and crown cap finished bottles with ease.

To learn more, visit www.Torkscrew.com.

“With the growing and widespread use of screw cap finished wines,” said Mark Bates, President of BellaSvago and co-inventor of Torkscrew, “we saw the need for an opener that would allow for the process of formal presentation tableside that consumers still expect. We also knew that people with conditions such as arthritis could be challenged with opening screw caps as well as Champagne bottles. That said, we didn't want to create a separate tool from a classic waiter's key, so we combined these needs, plus other innovative features, into TorkScrew.” “Additionally, with the NY Times predicting that a full 75% of all wines in the USA will be screwcap by 2014, the clamor for a device like the TorkScrew from servers, wineries and the general public is getting louder and louder”

Torkscrew Features:

- Allows for proper opening and presentation of virtually any bottled beverage
- Supports the rapidly growing trend to screw cap wines
- Magnetic base keeps Torkscrew readily available
- No-slip rubberized base and soft grip for ease of use
- The perfect tool for uncorking most sparkling wines and Champagnes
- Perfect for those who struggle with Arthritis, strength issues or joint pain
- Satisfaction guaranteed--five year warranty

“When I first saw Torkscrew,” said Joel Quigley, former director for the Alliance for Innovative Wine Packaging, “I knew they had a winner. As a proponent of screw caps and running a four-year national educational campaign, we constantly ran up against waitstaff and consumer angst in presenting these wines. Torkscrew solves this problem without creating other issues because of its all-in-one design. I also like the way it puts the wine drinker in control of opening a bottle of Champagne—an uncomfortable and high-pressure situation for many of us at the best of times.”

Mike Plunkett, co-owner of Renaissance Wines in Hillsboro, Oregon whose store recently hosted the launch party for Torkscrew, said, "We see the Torkscrew as a valuable tool to start a conversation with our customers and to support our mission of dispelling the misguided perception that wines with a screw cap are somehow inferior."

Torkscrew is available in retail premium packaging, gift and custom packaging, along with custom imprinting and colors that are available with bulk orders. Classic colors, in stock now, include Carbone Black and Rubino Red, and in limited quantities, Fumo Silver, Cielo Blue, Verdicchio Green and Mandarino Orange. High-resolution photos, interviews, and limited media product samples are available by contacting Mark Bates of BellaSvago Enterprises at 503-502-5203 or Mark@BellaSvago.com.