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Silkwood Wines' Partnership with JAPAN Airlines continues with great success

Modesto, CA – Japan Airlines, a premier choice of air travel has been serving Silkwood Wines Syrah for the past three years in first class.

What is most remarkable for proprietor John Monnich is that his wine, which is grown and produced in Modesto's Central Valley, was chosen over all other options from more widely recognized wine grape growing regions in California.

JAL has 1,000 in-flight attendants, of which 741 are certified sommeliers. Monnich states, "The food and wine service is reported to be the finest of all airlines. JAL was voted by other world class airlines through the prestigious 'Cellars in the Sky' program as serving the best red wines in first class in 2006, 2007. This is great validation for the quality of Silkwood grapes.

Through his business dealings, John Monnich has come to understand the Japan Sommelier Association (JSA). The exams are general and open to anyone, which may explain the interesting phenomenon that flight attendants make up the majority of Japanese sommeliers. "This is reportedly due to the spare time during trips abroad and the intense desire to emulate Western sophistication," according to Monnich. This is an amazing use of talent, time, achievement, and marketing savvy by JAL."

According to John Monnich "It's with humble pride that Silkwood's Syrah grapes from the San Joaquin Valley is being served in first class on both the European and the Asian American routes, which includes 236 cities in 56 countries." Truly a world class accomplishment by JAL and Silkwood Wines

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