

# MEDIA ALERT

FOR IMMEDIATE RELEASE: August 1, 2011



## MEDIA CONTACT:

Christi Ballard • christi@harvego.com  
Harvego Companies • 916.852.2770

## A SPOONFUL OF HEAVEN

*Firehouse Offers Guests a Taste of Hungary's Legendary 2000 Royal Tokaji Essencia*

**WHO:** The Firehouse Restaurant

**WHAT:** Sacramento's premier fine dining restaurant is proud to announce a new addition to its award-winning wine cellar – the legendary 2000 Royal Tokaji Essencia!

Having acquired a bottle – one of only 10 in California – The Firehouse is excited to offer guests a taste of "true" Royal Tokaji Essencia, the richest and rarest of all Hungarian Tokaji wines. This vintage, called "millennium magic," has not been produced by the Royal Tokaji Wine Company since 2007.

A rare and expensive Hungarian nectar, the 2000 Royal Tokaji Essencia is known for its unprecedented purity and exceptional quality.

"Its name references the most elite classification of Tokaji Aszú, sweet wines whose provenance is the Tokaji region of Hungary," according to a 2010 article in *Wine News*. "Essencia stands above all other Tokaji wines in sugar content, complexity and just about every other metric."

Sure to be a hit with our guests, this delightful dessert wine will be served in a half-ounce crystal spoon for \$28.

"For many, the spoon is the most appropriate vessel because to actually drink the liquid in the traditional manner would be a disservice, not just to its rarity, but to the unique temporal experience it delivers," says Ben Hawkins, managing director of Royal Tokaji. "Essencia's rich, dense luxury is best sipped and savored, and savored some more."

**WHEN:** The 2000 Royal Tokaji Essencia was added to our wine list on July 21. As of August 1, only 20 spoonfuls remain.

**WHERE:** The Firehouse, 1112 Second Street in Old Sacramento

**WHY:** The Firehouse prides itself on offering guests a once-in-a-lifetime experience and will continue to do so with the addition of this rare, exceptional wine.

**ABOUT THE FIREHOUSE:**

Named in Zagat's Top Restaurants, The Firehouse is the most award-winning restaurant in the Sacramento region. Known for the most extensive wine collection in the Central Valley, The Firehouse specializes in delicious cuisine and premium wines, and offers a setting that features storied architecture and design. Housed in a historical landmark in Old Sacramento, the restaurant features weekday lunch services and dinner served daily. Dining options are as versatile as a breathtaking courtyard or one of many exquisite dining rooms, each a perfect space for any meal, regardless of the occasion. The Firehouse is also home to special events throughout the year including weddings and regular wine tastings in Sacramento's only authentic underground wine cellar. Valet parking is available. For more information about The Firehouse, visit [www.FirehouseOldSac.com](http://www.FirehouseOldSac.com) or call 916.442.4772.