



Gifts of the Grape

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Food & Spirits: When one considers gifts of elegance and distinction, wine and related accessories are indelibly high atop the list. Indeed, for the wine enthusiast, nothing endears quite like a gift of the grape - especially when that gift is particularly noteworthy and innovative. And, in the vast world of wine, innovation is the name of the game on all fronts, be it cultivating grapes, refining and perfecting the manufacturing process, or developing related goods and services that equally enthrall.

With this in mind, here's one stellar selection of wine-related gifts sure to deliver a fine finish:

Wine Vivabox (\$145)

By far one of the coolest gifts I've received this year is a wine Vivabox, a brilliant experiential gift nothing short of perfect for the wine lover in your life - especially when you're unsure what to purchase amid a seemingly endless field of choices. Now you can remove the guesswork completely and nail it every time!

Quite brilliantly, albeit simply, the handsome wine Vivabox arrives with two gifts in one: included in the actual package is Wine Spectator's information-packed Essentials of Wine to ensure the recipient is well versed in the vine. The box also contains a gift card with instructions directing the recipient to log onto the Vivabox Web site and select one of seven available 6-bottle wine collections from My Wines Direct. Options include "big, bold reds," "delightful whites," and "mixed medley," among others. Once selected, the collection of choice will be shipped directly to the Vivabox gift recipient's home. A twelve-issue subscription to Wine Spectator is included as an added bonus with six of the seven available wine packages. The online selection process was remarkably streamlined, quick and easy.

With a total of eight Vivabox themes to choose from including gourmet food, barbeque, coffee, tea, spa and fragrance, it's clear the company realizes the value and importance of empowering consumers. Kudos Vivabox. (www.VivaboxUSA.com)

