

## FOR IMMEDIATE RELEASE

**Free guide, *Wine By The Numbers*, available now at Martin's Super Markets.**

**SOUTH BEND, IN/May 5, 2008/Martin's Super Markets/** -- Shoppers interested in learning more about the pairing of wines and foods can now find a helpful, free guide in the wine sections at all Martin's Super Markets.

Titled *Wine By The Numbers*, the pocket-sized brochure serves as a handy reference to Martin's color- and number-coordinated system of easy-to-understand wine/food pairing suggestions.

Using the guide is simple. Wines are grouped into one of six numbered and color-coded categories, each with a distinct iconic graphic. Category lists suggest main courses as well as snacks and ready-to-eat foods that best compliment that particular category of wines.

The system works in reverse as well. Select foods throughout the store are marked on shelf-tags with one of the system icons, so that a shopper can first choose a food and then, in turn, choose a coded wine from the store's identified stock.

"Our new *Wine By The Numbers Guide* was produced in response to requests from customers who wanted a quick, easy guide in choosing wine and food pairings right in the store," according to Doug Murphy, Martin's director of wine/fine spirits. "Consultations with both wine and food specialists resulted in a guide that any adult can understand and use in just minutes."

Current plans are to add new wines and foods on an ongoing basis to the already-comprehensive selection so that the shopper can enjoy the most up-to-date information available.

*Wine By The Numbers* guides are available in Martin's stores or as a downloadable file through the Fine Wine & Spirits link in the company's web site [www.martins-supermarkets.com](http://www.martins-supermarkets.com).

Martin's Super Markets was founded in 1947 and currently has 20 stores in South Bend, Mishawaka, Granger, Elkhart, Goshen, Plymouth, Nappanee and Logansport, Indiana, and Niles, Stevensville and St. Joseph, Michigan.

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