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For more information:

Nikita Pacheco, Kulture Konnect

714-633-4542

niki@kulturekonnect.com

Fuzio and DaVero celebrate California Wine Month in cost-conscious style

Members of Fuzio's firecracker club learn secret code for wine specials

SEPTEMBER 2009 -- In case one needed an excuse to enjoy a glass of vino, this September marks the fifth annual California Wine Month, as proclaimed by Governor Arnold Schwarzenegger. And Fuzio Universal Bistro is making sure the budget concern doesn't throw a wrench in that lovely scene.

Those with the secret passcode can celebrate the month in cost-conscious style with a \$2 glass of limited edition DaVero 365 wine (second glass is at the regular price of \$7.50). Learning the secret passcode is as easy as joining Fuzio's firecracker club on their Web site.

Members of the firecracker club know and expect the very best cuisine, ambiance and value. "With a \$2 glass of wine and expanded menu to include fire-grilled pizza, Fuzio consistently provides value and quality," the Bistro's CEO Allen Beebe said, adding, "Fuzio Universal Bistro diners experience fresh gourmet flavors thanks to our time-tested commitment to great food, authentic ingredients and exquisite wines.

Bon vivants used to rely upon imports for a fine glass of wine, but then the vineyards in and around Sonoma County caught the attention of Sommeliers worldwide. September, then, is a time for all Californians to take pride in their states' contribution to epicures. (The Westcoast state is now the fourth largest wine producer in the world, making 90 percent of the nation's wine.)

In keeping with their eclectic global menu, Fuzio is helping Northern Californians pay homage to the movement that put their region on the world map.

"Whether you are a viticulturalist or simply someone who appreciates a fine vintage, everyone can take part in supporting our state's winemakers and grape growers," Schwarzenegger says in his proclamation.

A couple bucks and a secret password (accessible via the not-so-secret Fuzio Web site) just might land more than a few Nor Cal wine enthusiasts more than a few enjoyable evenings at Fuzio. Of course, all in the purpose of supporting a governor's proclamation.

Secret Landing Page: www.fuzio.com/secret

ABOUT FUZIO: Fuzio Universal Bistro provides both fast service and a relaxed environment to enjoy long meals, meeting all of their diner's needs, no matter how long or short their stay might be. Fuzio provides healthy, affordable and fast alternatives half an hour for people who are pressed for time and on budget. You can be in and out in less than. Have time to kick back and relax? Enjoy a leisurely meal with a delicious and colorful martinis or a relaxing glass of wine. Fuzio presents their wine list in a cutting-edge format that allows diners to choose wine for its flavorful characteristics.

Fuzio Universal Bistro is owned by Allen Beebe and Paul Draper of Modesto-based CALMEX, INC. Fuzio veteran, Stacy Mald, is managing director. There are 11 Fuzio Universal Bistros in California, and one in Nevada. Fuzio first opened its doors to hungry diners in San Francisco's Castro district in 1996. For more information contact Nikita Pacheco, Kulture Konnect 714-633-4542 or visit www.fuzio.com.

Fuzio locations:

Brentwood: 2505 Sand Creek Rd.; 925-513-4184

Davis: 139 G Street; 530-753-3877

Dublin: 4930 Dublin Blvd.; 925-833-7124

Emeryville: 5959 Shellmound Street; 510.594.8450

Fremont: 3113 Stevenson Blvd.; 510-687-9310

Modesto: 1020 10th Street; 209-557-9711

Sacramento: 828 J Street; 916-442-2310

San Francisco Castro District: 469 Castro Street; 415-863-1400

San Francisco Marina District: 2175 Chestnut Street; 415-673-8804

San Francisco Financial District: 1 Embarcadero Center; 415-392-7995

Stockton: 5633 Pacific Ave.; 209-474-9900