

# BAREFOOT BUBBLY® NAMED OFFICIAL BUBBLY OF NEW YEAR'S EVE TIMES SQUARE



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## *BAREFOOT WINE & BUBBLY TO RING IN THE NEW YEAR WITH THE “BUBBLY FOR ALL”*

**MODESTO, CALIF. (Nov. 30, 2016)** – [Barefoot Wine & Bubbly](#) is excited to announce they are bringing the bubbles to ring in the New Year as the Official Bubbly of New Year’s Eve Times Square. As the Times Square New Year’s Eve Ball drops, Barefoot will toast with millions to the start of another year full of opportunities to bring people together in celebration. Barefoot Bubbly believes all celebrations big or small deserve a fabulous and delicious toast. At around \$10 per bottle and with 11 flavors ranging from sweet to dry, Barefoot offers something for virtually everyone. As a global brand, Barefoot Bubbly will delight fans around the world as they ring in the New Year.

“We’re so honored to be part of this,” said Jen Wall, winemaker for Barefoot Wine & Bubbly. “Barefoot is all about celebrating life and every day good cheer—our mantra is get Barefoot and have a good time. It’s the perfect wine for raising a glass at one of the world’s biggest New Year’s Eve celebrations, or for toasting the New Year anywhere you are.”

“A global celebration like Times Square New Year’s Eve deserves great bubbly for the toast heard round the world,” said Tim Tompkins, President of the Times Square Alliance. “We look forward to toasting with our new Barefoot Bubbly partner as we reflect on the year past and look to the year ahead.”

Barefoot Bubbly is America's most-awarded sparkling wine in U.S. competitions and is part of Barefoot's partnership with more than 3,000 non-profit and community events every year. It is affordably priced and offers the consistent promise of quality and value.

"The Times Square Ball and Barefoot Bubbly are the perfect pairing of celebration and fun to ring in 2017," said Jeffrey Straus, President of Countdown Entertainment. "We are thrilled to be toasting the New Year with Barefoot Bubbly."

"Barefoot Bubbly is such a delicious, upbeat wine," Wall said. "We think Barefoot Bubbly will be the perfect complement to the energy and fun at New Year's Eve Time Square and to the entire new year."

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### **About Barefoot Wine & Bubbly**

*Barefoot Wine & Bubbly, the most awarded wine brand in US competitions, can be found bearing the fun, iconic footprint label. Barefoot Wine has 17 offerings and is available for an SRP of \$7 for 750 ml bottles and \$12 for 1.5 liter bottles. Barefoot Bubbly (SRP \$10) is available in 11 offerings and is the most awarded sparkling wine in US competitions. Barefoot Refresh offers five light-bodied, refreshing wines (SRP \$7). New Barefoot Refresh Spritzers in 8.4 oz cans (SRP \$8.99 for a four-pack; \$2.49 for singles) are now available nationwide.*

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### **About Times Square New Year's Eve:**

*The Times Square Alliance and Countdown Entertainment are the organizers of Times Square New Year's Eve. The Times Square Alliance works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon of entertainment, culture and urban life. Countdown Entertainment represents the owners of One Times Square and the New Year's Eve Ball.*

[www.TimesSquareNYC.org](http://www.TimesSquareNYC.org) | <https://www.facebook.com/timessquarenyc>  
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