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BottleWise Launches Rollup: Must Have Wine Bag for The Gourmet Traveler!

Madison, WI – Oct. 25, 2010 – [BottleWise®](#), creator of innovative travel gear for food and wine enthusiasts, today announced the availability of [BottleWise Rollup™](#), a compact wine travel bag that safely transports up to 1 L bottle inside checked luggage. Rollup, the latest addition to the BottleWise lineup, offers a new class of lightweight, yet durable protection for your best bottles. Think beyond the vino-this bag isn't just for wine.

Rollup Features

Designed with the sophisticated culinary traveler in mind, BottleWise Rollup features a padded, insulated sleeve, plus one interior liquid-tight liner to protect your bottle from breakage. The versatile wine travel case allows foodies to safely transport a variety of gourmet liquids and is reusable, so it's environmentally friendly. When not in use, Rollup simply lays flat; when needed, just roll that bottle up for safe travels! No breaks. No leaks. No worries.

TSA Friendly

Developed in response to the U.S. Transportation Security Administration's (TSA) restrictions on liquids in carry-on bags, the BottleWise Rollup is so much more than a wine bottle carrier. Travelers can once again, safely bring home that special bottle of wine, spirits, olive oil and more from their culinary adventure. Baggage handlers are no match for the durability of BottleWise products-you can rest assured your best bottles will arrive safely intact!

Rollup Pricing and Availability

Pricing for [BottleWise Rollup](#) is \$19.99. It's made in the USA of durable, yet lightweight fabric and comes with a lifetime guarantee. Rollup comes in a variety of colors: Onyx, Bordeaux, Vine and Azure. The multi-purpose wine bottle bag is available just in time for the holidays.

About BottleWise

Since its inception in 2007, BottleWise has become the trusted name in gourmet travel gear, specializing in bottle protection for your liquid lifestyle™. Whether you like wine or whiskey, champagne or a micro brew; we've got you covered! We've sold thousands of our wine totes worldwide, and haven't lost a bottle yet. BottleWise has received rave reviews by travel enthusiasts, and has been featured in numerous media outlets, including; *Wine Spectator*, *NBC Weekend New York*, *The Wall Street Journal*, *United Hemispheres*, *CruiseReport.com*, *DailyCandy.com* and *Real Simple* to name a few. When your best bottles matter, BottleWise is the only choice. Follow us on [Facebook](#) and [Twitter](#). Visit us online at www.bottlewise.com.