



The ABV Network Brings Quality Wine & Spirits Sites Together

Richmond, VA - (PRWEB) – September 12, 2006 – The ABV Network is a cooperative of independent writers who focus on alcoholic beverages. The ABV will offer online readers the best in beer, wine, spirits and dining articles. Not simply a loose affiliation of blogs (Web + logs), the ABV Network is comprised of member sites who focus on quality writing, and who have built a loyal subscriber base.

“By creating the ABV Network, we are able to offer a single point of contact for advertisers seeking to reach an audience, which is active, educated and interested in enjoying life’s finer pleasures.” Says Kevin Erskine, co-founder of the ABV. Co-founder, Beau Jarvis add, “We’re not creating Websites for the purpose of selling advertising. Rather, we seek out member sites that offer exceptionally unique perspectives in the world of wine and spirits.” The co-founders also agree that invitations are only extended to Websites that have demonstrated longevity along with fresh content.

The founding member sites of The ABV Network are *Basic Juice* (wine) and *The Scotch Blog* (whisky). *Basic Juice* is among the most active wine sites on the Web. The Basic Juice blog brings readers daily wine reviews, wine news and wine-related entertainment. This unorthodox wine blog serves an expanding community of approximately 1,000 daily readers. Basic Juice is the ‘always open’ source for wine lovers. *The Scotch Blog* provides in-depth commentary to whisky novices, serious whisky connoisseurs and members of the whisky industry. Hosted by the author of *The Instant Expert’s Guide to Single Malt Scotch*, The Scotch Blog offers a diverse menu of topics – from Scotch history to new product reviews to distillery tours, and even unfiltered industry rumors. This site hosts 500-600 daily readers from over 95 countries.

If you’re seeking world-class wine and spirits writing, visit the member sites of the ABV Network. To reach thousands of discriminating consumers, consider advertising on the ABV.

For more information: <http://www.theabv.com/>
Contact: info@theabv.com