



For Immediate Release

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***THREE THIEVES* DEBUTS ON COOKING CHANNEL** **Robin Hoods of Wine Scour the Globe for Next Great Wine Finds**

Premiering 8pm ET January 27, 2011

NAPA, CALIFORNIA, January 19, 2011—*Three Thieves*, a new hour-long television special featuring three Robin Hoods of wine on a quest to unearth undiscovered wine gems from around the world, debuts January 27 on [Cooking Channel](#). An entertaining and enlightening blend of wine, travel and food, the special stars Joel Gott, fifth generation west coast winemaker and restaurateur; Charles Bieler, wine innovator, explorer and New York hipster; and Roger Scommegna, serial entrepreneur, connoisseur, grape grower and hotelier.

“We steal from the vine and give to the thirsty because great wine belongs to everyone,” says Thief Joel Gott. “Our mission is to travel the world in search of kick-ass wine we can get at a steal. Then we bottle it and bring it home.”

Known for revolutionizing the wine industry by creating exceptional yet accessible wines from high-end varietals at absurdly low prices, [the trio](#) brings their maverick style to life in *Three Thieves*. For the special set in Chile, their mission is to find and bring home a wine that best represents the country’s vast contrasting landscapes, cultures, foods and people.

“It’s not about the most expensive or famous wines and vineyards,” says Charles Bieler. “It’s about the exploration, the passion that went into making it, and wines that over deliver. That’s what gets me excited.” In Chile, the Thieves navigate through backstreet watering holes,

sample indigenous fare at marketplaces and savor haute cuisine from leading Chilean chefs as they learn how flavors influence the nation's wine. Their experiences lead them to Chile's best undiscovered vineyards where they select one magical wine to bring home.

Three Thieves is poised to do for the world of wine what *Brew Masters* did for beer. "A goal of the special is to empower viewers to be more confident about their wine choices in a fun, unassuming manner," says Thief Roger Scommegna. Aimed at wine, food and travel junkies, audiences will experience what it's like living a dream job spent traveling the world, eating great food and drinking luscious wine.

Tune in to Cooking Channel on January 27, 2011, for the premiere of *Three Thieves* at 8pm Eastern Time, 7pm Central, 6pm Mountain, and 5pm Pacific. Check local listings for encore airings.

COOKING CHANNEL (www.cookingchanneltv.com) is an entertainment brand dedicated to today's passionate food lover. For food people, by food people, Cooking Channel is the answer to a growing hunger for more content devoted to food and cooking in every dimension from global cuisines to international travel, history and unconventional how-to's. Scripps Networks Interactive (NYSE: SNI), which also owns and operates Food Network (www.foodnetwork.com), HGTV (www.hgtv.com), DIY Network (www.diynetwork.com) and Great American Country (www.gactv.com), is the manager and general partner.

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