



FOR IMMEDIATE RELEASE

**MÉNAGE À TROIS WINES PARTNERS WITH DRESS FOR SUCCESS
Brand to Celebrate and Support “Women Who Inspire” Campaign**

ST. HELENA, Calif., March 18, 2025 – Wine brand [Ménage à Trois](#) has announced a philanthropic partnership with Dress for Success, launching this month in celebration of Women’s History Month. As one of the top-selling wine brands in the U.S. for decades, Ménage à Trois has become synonymous with bold, confident choices—values that align with Dress for Success’s mission to empower women to achieve economic independence.

Through support of the Dress for Success “Women Who Inspire” campaign, Ménage à Trois will support unemployed and underemployed women as they navigate their careers and build a brighter future. Reinforced by in-store point of sale materials and a social media campaign, the wine brand will contribute to a campaign that showcases 31 honorees and their stories of determination, perseverance and success throughout the month of March. Since 1997, Dress for Success has transformed the lives of 1.3+ million women by providing no-fee career development services, a supportive community, and professional attire to help them thrive.

“At Ménage à Trois, we believe confidence is key—whether it’s in the glass, in the workplace, or in life,” said Jennifer Hohman Siebeneick, marketing director for Ménage à Trois Wines. “We are honored to support Dress for Success in their efforts to uplift and give power to women, providing them with the tools they need to achieve financial independence and reach their full potential.”

About Ménage à Trois

Since 1996, Ménage à Trois has thrilled wine fans with its unapologetically bold persona and an equally adventurous approach to flavor. Founded by two psychiatrists in St. Helena, California, Ménage à Trois launched 25 years ago with two blends—one of which was a convention-shattering blend of three red varietals. In a pace-setting move that would spark a national trend of blends, Ménage à Trois fused Zinfandel, Merlot and Cabernet Sauvignon — ultimately cementing the brand’s iconic status as the



catalyst behind today's wildly popular Red Blend category. Please visit www.MenageaTroiswines.com to learn more.

Social Media Handles

Facebook: [@MenageaTroisWines](#)

Instagram: [@MenageaTroisWines](#)

###

Media Contact:

Elizabeth Hooker, VP communications for Trinchero Family Estates

ehooker@tfewines.com

#707-294-7117