

Sogno Uno de Savanna Samson

great nose

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A porn star recently released a self-branded wine. A renowned wine snob gave it a 90 to 91 out of 100. Due to this, the name Savanna Samson became known to many, and to many others it became publicly OK to know.

When the *New York Times* chose the title "Naked Came the Vintner" for a February 2006 article about porn star Savanna Samson's self-labeled wine (full name: the classy-sounding Sogno Uno de Savanna Samson), it's unclear whether the title was intentional homage or stupid luck. Either way, the hoax novel published in 1969 that became a bestseller—*Naked Came the Stranger*—could not better characterize the reality of what motivates the celebrity-named wine market.

SOURCE: http://www.brandchannel.com/features_profile.asp?pr_id=317