

NEWS RELEASE

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CONTACT:

Laurie Jones, Corbett Canyon Spokesperson

Tel: 415-986-8700

Email: laurie.jones@thewinegroup.com

Corbett Canyon 3L Premium Wine Cask is now the sip-de-jour for wine square worldwide

San Francisco, CA (February 2, 2007) – 2006 was the year that wine lovers, old and new, finally got hooked on the Premium Wine Cask. Was it the influence of our friends down under, where over 50 percent of wine is consumed from this format? Was it that wine that we know and trust, like Corbett Canyon, became available in a Premium Cask? Or quite simply, was 2006 the year of all things equilateral?

History has proven that as a race, humans are drawn to the square. The phenomenon has been coined Darwinism design. Heck, we wanted the world to be flat and the wheel to be square. The beauty of all things square is that they fit our lifestyles. Take the Corbett Canyon Premium Wine Cask. It fits neatly into your square shopping cart, and is then transported upright and happy in the back of your square SUV until it arrives unflustered at your square home and fit neatly into a corner of your square fridge. Practically speaking, Wine-On-Tap is just more convenient, and that's before you even begin to talk about the real taste and freshness benefits.

Savvy consumers – also referred to as squares – not only got hip to the design benefits of the Cask, but also the science of fresh wine on tap for up to six weeks after opening*. That's because only Corbett Canyon has patented Smart Tap™ system that keeps flavor in and air out. The benefits in their square pockets could not be denied. Without expensive round corks, round glass bottles or labeling to contend with, the producers of Corbett Canon can offer the same premium bottled quality wine at about half the bottled cost. And, at around \$10 per 3.0L (SRP), Corbett Canyon Premium Cask offers consumers a very square deal!

*The Corbett Canyon Cask 6-week Freshness Guarantee: the first glass will be as fresh as the last for up to six weeks after opening thanks to the combination of the patented Smart Tap™, a highly-effective and controllable oxygen barrier system and the bag inside the box that collapses as the wine is drawn out further preventing damaging air from getting inside.

NOTES TO EDITORS:

Corbett Canyon Vineyards offer four award-winning premium varietals – Chardonnay, Merlot, Pinot Grigio, Cabernet Sauvignon, and White Zinfandel – in a stay fresh 3.0L Premium Wine Cask package. The wines can be found in the Premium Bottles Wine Section of Supermarkets and Liquor stores nationwide.