

**NEWS RELEASE**

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## **Savvy Sippers Trade Cork for Cardboard This Fall**

*The nation's wine habits are changing  
and premium cask wine is fuelling the change.*

San Francisco, CA (September 12, 2007) -- Corbett Canyon Vintage is the buy of the season for wine drinkers. Reigning supreme at the top of the move to Premium Casks, Corbett Canyon is the leader of the pack with almost a 37% share of market based on volume sales (Source: ACNielsen™, TTL FDL, 52 week ending 06/30/07).

The introduction of the 3L Premium Cask has allowed the wine industry to tap into a whole new group of premium consumers attracted by the convenience, economics and freshness guarantees of being able to access great wine one fresh glass at a time. The consumer 'a-ha' moment came when they discovered the lack of difference between their favorite bottled premium varietal and the wine available in the Cask, that is because the same vintage dated bottled quality wine is available in both packages. The only difference is that once opened, Corbett Canyon Cask wine will stay fresh for up to 6 weeks.

The larger volume of wine offered by the 3L Cask is a better buy – Corbett Canyon's SRP is just \$2.50 per 750ml– is more portable to carry around and can be dispensed as needed without the oxidation of an opened bottle. *"Premium consumers have discovered the convenience and value of the Cask format. As premium wines are available in the Cask format many consumers are trading in their corkscrews for the convenience of the 3.0L cask. In fact, a recent Nielsen consumer study found 3L cask wine grew 48% in the past year, and grew 3% overall. As more consumers enjoy a glass of wine with their daily meals, the Cask format will grow into the preferred everyday wine package,"* predicts Laurie Jones, Corbett Canyon brands spokeswoman.

Corbett Canyon Vineyards offer five premium varietals – an award winning Chardonnay, Merlot, Cabernet Sauvignon, White Zinfandel and Pinot Grigio– with a recommended selling price of \$10 per 3.0L. The wines can be found in the Premium Bottled Wine Section of Supermarkets and

Liquor stores nationwide.

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