

Trend Alert: It's Hip to be Square

Corbett Canyon Vintage-dated Premium Cask is the new sip de jour for wine squares worldwide

2003 was the year that wine lovers, old and new, finally got hooked on the Premium Cask. Was it the influence of our friends down under - where over 50% of wine is consumed from this format? Was it that wine that we know and trust, like Corbett Canyon Vintage wines, became available in a Premium Cask? Or quite simply was 2003 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, no curvy glass clanking around. It is then transported upright and happy in the back of your square SUV until it arrives unflustered at your square home to 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. In fact, a quick glance down the end of year "hot" list confirms that Corbett Canyon is not the only solid square winner this year.

SQUARE HOT

Tag Heuer® Monaco

Corbett Canyon® Premium Cask Wines

Honda® Element

Sponge Bob Square® Pants

Wendy's® Square Patties

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 the patented Smart Tap™ system that keeps flavor in and air out. The benefits in their square pockets could also not be denied. Without expensive round corks, round glass bottles or labeling to contend with, the producers of Corbett Canyon 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 6 weeks after opening thanks to the combination of the patented SmartTap® - a highly effective and controllable oxygen barrier system - and the bladder inside the box that collapses as the wine is drawn out further preventing damaging air from getting in.

NOTES TO EDITORS:

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

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