

FOR IMMEDIATE RELEASE

August 16, 2005

## Square Deals Help Put Wine At Top of Consumer Charts

**Industry applauds premium cask wine producers for breaking down the traditional barriers to entry and helping put wine at the top of the consumer polls**

SAN FRANCISCO, August 15, 2005 - Wine for the first time is America's favorite alcoholic beverage, according to a recent Gallup Poll, enjoying a six percent jump in popularity in the last year, and even winning over the icy cold hearts of men - over 25 percent of men surveyed prefer wine compared to just 16 percent in 1992. Bottom line the nations beverage consumption habits have changed, but wine really has not for centuries, so what is fueling the revolution?

Adam Strum of the Wine Enthusiast suggested that wine may not have changed but the way in which it is presented and enjoyed is undergoing a revolution. Case in point, some 60% of U.S. households do not own a corkscrew [Source: *Chicago Herald*, 07.19.05] which suggests that some of the new found appeal of wine is perhaps due to the removal of some of the traditional barriers to enjoying wine and the introduction of more consumer friendly packaging formats, such as the Cask and Screw cap.

The last two years have witnessed an increasing assortment of premium wines become available in the Cask, including Corbett Canyon®, Black Box® and Casarsa® to name a few. Consumers now benefit from the convenience, economics and freshness benefits of being able to access premium wine one fresh glass at a time. ***"America is catching up to the rest of the world,"*** comments Laurie Jones, Corbett Canyon Cask Spokesperson ***"In places like Australia, Norway and Finland sometimes over 50 percent of the wines sold are in the Bag-in-Box format."***

It took a couple of courageous companies to come out with premium wines in a cask to help create a wave of consumer interest. The recent Gallup poll findings would suggest these so coined 'courageous few' are winning the war! ***"Wine is now more affordable and more available than it has ever been and Bag-in-Box wine is helping get quality wines to consumers at a great value and in a format that fits today's active lifestyles,"*** says Jones.

Many wine opinion formers helped fuel the interest by applauding the success of companies such as segment leader Corbett Canyon. The public showed their support where it mattered – at the cash register - and the total Table Wine category is up 2.4% from the July '04 to July '05, yet the Premium Wine Cask segment is far outpacing the market, with a 200% increase over the same period. [Source: AC Nielsen].

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Buoyant sales outpacing market growth nudged retailers into making changes too. Many are fanning the flames of consumer excitement by merchandising the growing portfolio of premium Cask wines within the premium wine category to create greater visibility. Some national retailers have designed special sections to highlight 3L Cask wine and others have even muscled in on the action, producing their very own label Bag-in-Box wines.

It would appear that some of the change in consumer habits could be laid at the door of packaging changes. The Cask keeps the wine fresh after opening; its easy to transport and store; economical to produce and resistant to corkage, all in all, a square deal.

### **Notes to Editors**

Corbett Canyon Vineyards offers premium vintage dated varietals – an award winning Chardonnay, Merlot, White Zinfandel and Pinot Grigio– with a recommended selling price of \$10 per 3.0L. Due to the success of the original four varietals, and healthy consumer demand Corbett Canyon Vineyards added two new, popular wine varietals – Cabernet Sauvignon and Shiraz.

These wines can be found in the Premium Bottled Wine Section of Supermarkets and Liquor stores nationwide.

### **Freshness Challenge\***

We are challenging editors to blind taste a glass of six week-old opened Cask Corbett Canyon against a freshly opened bottle of Corbett Canyon and taste the similarity. That's right, we are applauding the lack of difference! That's because the same vintage dated bottled quality wine is familiar to both packages, the only difference is that once opened, the Cask stays fresh for up to 6 weeks.

**Wine Samples:** to receive a Cask and bottle of Corbett Canyon to participate in the Freshness Challenge, simply contact Kate Brooks at (415) 339 1600. A sample package will be distributed within 3 working days.

*(\* In States where legal)*

**E-Alarm:** send an email to [kateb@chocolatecom.com](mailto:kateb@chocolatecom.com) to alert us that you are participating in the challenge. As a helpful reminder we will send you an e-alarm mail one month from receipt of samples to encourage you to undertake the freshness challenge.

**For more information and Corbett Canyon Vintage samples please contact Kate Brooks at Chocolate Communications at (415) 339 1600 or [kateb@chocolatecom.com](mailto:kateb@chocolatecom.com)**