

## Octavin Home Wine Bar Fact Sheet



### **Wine Enthusiasts Are Concerned with One Thing: Wine Quality**

For the first time, true artisan wines are available in a revolutionary “glass at a time” package that are less expensive than their bottled counterparts and stay fresh for at least six weeks after opening.

### **Introducing the next generation of wines for daily enjoyment – the Octavin Home Wine Bar Collection:**

Our highly regarded wines will allow wine enthusiasts to enjoy a daily glass or two of wine without being concerned about unfinished bottles. Our collection includes wines from some of the world’s best known and emerging wine regions that have never before been available outside a glass bottle.

Adam Richardson, Underdog Wine Merchants International Winemaker, travels the globe searching for distinctive vineyards. Each wine is crafted by a local artisan winemaker to be true to their varietal character, country of origin, and unique terroir.

**Emerging Trend – Premium Box Wines For Daily Wine Enjoyment:** Americans are starting to enjoy wine poured from premium box wines with more regularity: strong sales from the 3L premium priced Box Wine segment brands are up +18%<sup>1</sup>, according to Nielsen Scan Data.

**Consumers Embrace Global Wine Value:** Rising consumer interest in global value is a key driver in the acceptance of innovative packaging. The Octavin Home Wine Bar delivers quality on par with the package’s ingenuity with *exactly the same artisan quality* wines that, until now, have only been available in glass bottles.

**Twenty-first Century Technology Keeps Opened Wine Fresh At Least Six Weeks:** Unlike a traditional bottle, which has a problem keeping from one day to the next once opened, the Octavin Home Wine Bar’s vacuum-packed bag and spout do not allow air to come into contact with the wine. The result is a wine that has ten times the shelf life -- Octavin Home Wine Bar remains fresh for at least six weeks thanks to the collapsing bag that keeps the wine sealed from oxygen.

**More Green, Less Waste:** At \$24 for 3L of artisan quality wine, the Octavin Home Wine Bar is redefining the high end of non-glass wine offerings as this is about half the price of what one would normally pay for wines of comparable quality. Additionally, a case of traditional bottled wine weighs about 40 pounds, with half that weight just coming from the glass bottles. With Octavin Home Wine Bar’s ultra-light package, we ship more wine with less packaging yielding less waste.

**Proud to Join Underdog Wine Merchants:** Octavin Home Wine Bar offers the following nationally available wines:

- R. Muller, Germany, Riesling, \$24
- A Mano, Italy, Pinot Grigio, \$24
- Silver Birch Vineyards, New Zealand: Sauvignon Blanc, \$24
- Pinot Evil, France: Pinot Noir, \$24
- Seven, Bodegas Osborne, Spain: Red Table Wine from seven Spanish red varietals \$24
- Monthaven Vineyards, Monterey County, California: Central Coast Chardonnay, \$24
- Monthaven Vineyards, Monterey County, California: Central Coast Merlot \$24
- Monthaven Vineyards, Monterey County, California: Central Coast Cabernet Sauvignon \$24

**For Tasting Notes, Reproducible Photos, Winemaker Interviews:** [www.OctavinHomeWineBar.com](http://www.OctavinHomeWineBar.com)

**For Information About Underdog Wine Merchants:** [www.UnderdogWineMerchants.com](http://www.UnderdogWineMerchants.com)

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<sup>1</sup> Nielsen, \$ Volume, Food, Drug Liquor Channels, 12 weeks ending Feb 5, 2011