



WINE SALES RISE LED BY NEW GENERATION OF VALUE SHOPPERS

San Francisco, CA (March 21, 2011) -- The country's 17th straight increase in annual wine sales was led by Gen Y adult wine drinkers according to Gomberg, Fredrikson & Associates, a major industry consulting firm. Wine consumption in the U.S. climbed two percent to 329.7 million 9L cases in 2010, a strong increase despite a difficult economy.

Looking at the numbers, strong sales from the 3L premium priced Box Wine segment brands are up +18%.¹ "Wine is really gaining traction in the U.S., it's becoming an accepted part of everyday life," Jon Fredrikson, principal said.

According to Todd Ziegenfus, Senior Marketing Director, Underdog Wine Merchants (UWM) which offers the 3L Octavin Home Wine Bar, "The Gen Y consumer today is adopting premium wine casks because it provides them with outstanding value: premium wine in unique packaging at a fantastic price. Our data shows the casual drinker is less concerned about package format than they were five years ago. Similar to how consumers adopted screw-top, they are now adopting premium wine casks. We make every effort to reinforce this in our value proposition."

To that point, social media activity helped drive U.S. wine volume past France to become the largest wine-consuming nation. Ziegenfus agrees, "Social media has played a role in educating new wine consumers so they make informed purchase decisions. Educating and giving consumer choice is extremely important so we will continue providing selection."

According to Adam Richardson, Director of International Winemaking for Underdog Wine Merchants, "the wines from the Octavin Home Wine Bar Collection are sourced from pre-eminent and emerging winegrowing regions including Germany, Italy, New Zealand, France and Spain. These wines are crafted by a local artisan winemaker to be true to their varietal character, country of origin and unique terroir. We start with the very best grapes and use practices usually reserved for small lot wines including oak

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

barrel aging or barrel and temperature controlled fermentation, which allows us to offer consumers distinctive wines at very affordable prices."

New to the Octavin Home Wine Bar Collection are R. Mueller 2009 Riesling produced from grapes grown in the Landwein Rhein region of Germany and A Mano Pinot Grigio from Italy. Wines are distributed nationally with an SRP of \$24.

For more information, visit www.octavinhomewinebar.com

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

About Underdog Wine Merchants

Underdog Wine Merchants, an unleashed unit of The Wine Group, is the champion of emerging brands for the new millennium: the “underdogs” of the sometimes stuffy wine world. We work with domestic and international winemakers to craft unique wines that are a breed apart. The home of Cupcake, Fish Eye, flipflop, Big House and Octavin, our portfolio includes wines from California, Washington, France, Italy, Germany, Spain, South Africa, Chile, Australia, Argentina and New Zealand. For more information about Underdog Wine Merchants, visit <http://www.underdogwinemerchants.com>.

###

Media Contacts:

Patricia Schneider psa.patricia@gmail.com or 415-717-7595

Stephen Mitchell stephenspeaking@gmail.com 925-497-2256