

FOR IMMEDIATE RELEASE

TRINITY OAKS.

TRINITY OAKS CELEBRATES EARTH DAY WITH MORE THAN 10 MILLION TREES PLANTED

One Bottle One Tree® Funds the Planting of a Tree for Every Bottle of Trinity Oaks Wine Sold

St. Helena CA April 15, 2014 — In just six years, **Trinity Oaks Wines** helped plant more than 10 million trees. The **One Bottle One Tree®** program funds the planting of a beneficial tree for every bottle of Trinity Oaks wine sold in partnership with the non-profit organization **Trees for the Future**.

The mission of the **One Bottle One Tree®** program is to help restore tree cover and plant trees in areas most in need of reforestation — primarily in tropical locations that have the most beneficial impact on the environment — by using agroforestry techniques tailored to the needs of the community.

On October 24, 2013, Trinity Oaks held a ceremonial tree planting to celebrate the milestone of 10 million trees at Trinchero Family Estates' Main Street, St. Helena property in Napa Valley, CA. The commemorative 10 millionth tree was planted by Roger Trinchero, vice chairman and CEO of Trinchero Family Estates; Bob Torres, senior vice president of operations of Trinchero Family Estates; and John Leary, executive director of Trees for the Future.

"Trinchero Family Estates has been in the Napa Valley community since 1948 and takes environmental responsibility very seriously," noted Bob Torres. "Through programs like **One Bottle One Tree®**, we can extend that commitment globally."

Trinity Oaks' bottle labels and marketing materials are made from 100% post-consumer-recycled paper, and the capsule on every bottle is made from EarthFirst® PLA (Polylactic Acid) film, which uses less energy and is made in a greenhouse neutral facility utilizing solar, wind, and other energy offsets. The material used in the capsule is certified compostable, and the aluminum top disk on the capsule is recyclable. Trinity Oaks packaging also features Nomacorc corks, which are recyclable and produce a smaller carbon footprint compared to regular wine corks. The bottles are made using special lightweight glass and packed in non-bleached Kraft shippers, which are made from 40% post-consumer-recycled paper.

The Trinity Oaks portfolio of wines includes five varietals: Pinot Grigio, Merlot, Pinot Noir, Cabernet Sauvignon and Chardonnay. Trinity Oaks exclusively uses premium grapes sourced from California's best growing regions, including Napa and Monterey counties. Trinity Oaks wines are available at restaurants, grocery and wine stores nationwide and retail for \$7.99. For more information on Trinity Oaks, visit www.TrinityOaks.com. To follow the **One Bottle One Tree®** tree-planting ticker, visit www.OneBottleOneTree.com.

IMAGES:

To download bottle shots in hi-resolution, click [here](#).

To download wine fact sheets, click [here](#).

To download last year's ceremonial tree planting in hi-resolution, click [here](#).

About Trinity Oaks

Trinity Oaks is wholly-owned by Trinchero Family Estates, Napa Valley vintners since 1948. The portfolio includes more than 40 brands such as Sutter Home, M n ge   Trois, Trinchero Napa Valley, Napa Cellars, Terra d'Oro, Seaglass, Trinity Oaks, Folie   Deux, and the number one alcohol-removed wine, Fre. TFE markets and sells Joel Gott Wines;

Bandit, Newman's Own, and The SHOW. TFE's import portfolio includes Angove Wines from Australia; Doña Paula wines from Argentina; Carmen Wines from Chile; Shatter Wines from France; and CRUZ and Tres Agaves Tequilas from Mexico. Visit www.tfewines.com to learn more.

About Tress for the Future

Since 1989, Trees for the Future has planted more than 100 million trees. It has helped families and communities around the world plant trees and change lives, enabling them to restore their environment, grow more food, and build a sustainable future. For more information on their programs, please visit: www.treesforthefuture.org.

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