

Trinity Oaks Wines Begins Bottling With Plant-Based Environmentally Friendly PLA Capsules

FOR IMMEDIATE RELEASE



TRINITY OAKS WINES BEGINS BOTTLING WITH PLANT-BASED ENVIRONMENTALLY FRIENDLY PLA CAPSULES

Production has begun on compostable capsules using revolutionary renewable technology

St. Helena CA April 22, 2013 — In honor of Earth Day (April 22) and Arbor Day (April 26), Trinity Oaks announced that it has begun bottling its wines with new plant-based capsules made from a carbon-neutral biopolymer which offer a number of environmental benefits. The capsules are made using EarthFirst[®] PLA (Polylactic Acid) film manufactured using renewable technology, thereby offering a more sustainable alternative to petrochemical based films. Some of the key benefits include less energy used and made in a greenhouse neutral facility utilizing solar, wind, and other energy offsets. The EarthFirst[®] PLA film material used in the capsule is certified compostable, and the aluminum top disk on the bottle is recyclable.

“This is just one of the ways that Trinity Oaks continues to support our role as stewards of the land. As an agriculturally-based company, we are dedicated to protecting the earth and its natural resources,” noted Bob Torkelson, President and COO, Trinchero Family Estates, the Napa Valley based wine company which produces Trinity Oaks wines. “Both Earth Day and Arbor Day celebrate the environment and encourage people to plant and care for trees, which we thought was a fitting time to commemorate our commitment.”

The technology was developed in partnership with Plastic Suppliers, Inc. and Maverick Enterprises. Steve Otterbeck, President of Maverick Enterprises, added, “At this time, Trinity Oaks is the first and only wine capsule we have made with this PLA technology, which shows how committed they are to sustainable efforts.”

Hailed as one of the country’s most environmentally friendly wines, **Trinity Oaks** wine brand has turned its tree-planting program **One Bottle, One Tree[®]** into thousands of new forest acres. **One Bottle, One Tree[®]** started in July of 2008 and funds a tree planting for every bottle of Trinity Oaks wine sold. This

Earth Day, Trinity Oaks' will celebrate helping to plant over 7 million trees, enough to cover New York City's Central Park 22 times.

In partnership with the non-profit organization **Trees for the Future**, the goal of the **One Bottle, One Tree®** project is to help restore tree cover to tropical landscapes throughout Africa, Asia and Latin America. This tree cover will sequester carbon dioxide and provide oxygen; filtering the air and helping stave off the effects of climate change, helping these communities achieve long-term economic and environmental sustainability. Trinity Oaks' bottle labels and marketing materials are also made from 100% post-consumer-recycled paper. Trinity Oaks grows grapes in coastal California climates which impart vibrant and expressive flavors and aromas. Trinity Oaks wines are available at restaurants, grocery and wine stores nationwide and retail for \$8. For more information, consumers can visit www.TrinityOaks.com or www.OneBottleOneTree.com for more information.

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***EarthFirst® is a registered trademark of Plastic Suppliers, Inc.**

About Trinity Oaks

Trinity Oaks wine brand is wholly owned and produced by the Trinchero family, Napa Valley vintners since 1948. The Trinchero Family Estates portfolio includes more than 30 brands such as Sutter Home, Trinchero Napa Valley, Napa Cellars, Terra d'Oro, SeaGlass, Trinity Oaks, Folie à Deux, Ménage à Trois, and the number one alcohol-removed wine, Fre. TFE markets and sells Joel Gott Wines; Charles & Charles wines; and the Three Thieves group of 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.trinityoaks.com to learn more.

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