



PRESS RELEASE

Kylie Barnett
(707) 265-1767

kylie.barnett@dfwines.com

**DELICATO FAMILY VINEYARDS INTRODUCTION OF BELLE AMBIANCE
LAUNCHES TO NUMBER ONE NEW WINE BRAND OF 2014**

NAPA, Calif. (October 8, 2014) – Delicato Family Vineyards is pleased to announce that Belle Ambiance, a new portfolio of rich, indulgent California wines crafted to enhance any moment, is the number one new wine brand of 2014*. The brand launched nationally in January with a Chardonnay, Pinot Noir, Cabernet Sauvignon, Red Wine Blend and Pinot Grigio. Line priced at \$9.99, each individual wine in the Belle Ambiance portfolio is the top-selling new wine entry in its respective varietal and price category, achieving 100 percent success across the board.

Targeted toward the aspirational, yet economically-conscious Millennial audience driving the growth of the popular premium wine category, Belle Ambiance has sold over 160,000 cases in its first nine months in the U.S. market.

“We are thrilled with the overwhelming enthusiasm for Belle Ambiance from distributors, retailers, restaurateurs and consumers across the country,” said Chris Indelicato, President and CEO, Delicato Family Vineyards. “Belle Ambiance wines are a result of a collective commitment to innovation, quality and environmental stewardship embraced by our teams across all channels of this wine’s journey from vineyard to consumer.”

Delicato Family Vineyards celebrates 90 years of California winemaking and grape growing heritage this year. The success of Belle Ambiance maintains Delicato Family Vineyards’ visibility as one of the fastest growing wine companies in the country, growing faster than any other top ten supplier**.

Belle Ambiance is the biggest brand launch in Delicato Family Vineyards history. Fueled by a record-breaking introduction, the company remains focused on continuing the brand’s positive momentum through the holiday season and beyond.

* Nielsen, Total US Food, Drug & Liquor, 26 weeks ending 8/16/14, \$6-8.99, 750ml

** Nielsen, Total US Food, Drug & Liquor, 26 weeks ending 8/16/14

###

About Delicato Family Vineyards

Delicato Family Vineyards is a pioneering family-owned California winery founded in 1924. Three generations of the Indelicato family have guided grapes from vineyard to bottle and into homes and dining establishments around the world. Delicato Family Vineyards produces and represents wines of the highest quality made in accordance with sustainable winegrowing practices. For more information, visit www.DFVwines.com.

About Belle Ambiance

Translated to mean “beautiful place,” Belle Ambiance is inspired by a true place of natural beauty atop a rolling slope overlooking the family’s California vineyard, and celebrates the enrichment of life’s everyday experiences. Vinted and bottled at Delicato Family Vineyards’ certified sustainable California winery, Belle Ambiance wines are crafted to showcase a memorable, indulgent style punctuated by lush, rich and full flavors, while simultaneously honoring true varietal character in every bottle.