



## FOR IMMEDIATE RELEASE

### **BOTA BOX INTRODUCES PREMIUM BAG-IN-BOX DRY ROSÉ** *Continues to Leads Growth in Premium Boxed Wine Segment*

**NAPA, Calif. (April 4, 2017)**—In response to the upward sales trends of Rosé and the continuing growth of Bota Box in the industry’s fastest growing segment, premium 3-liter bag-in-box, Delicato Family Vineyards has introduced the highly anticipated Bota Box Dry Rosé.

“The typical Bota consumer drinks \$10 and above retail wines, and Rosé is hot. Wine drinkers continue to love the convenience and value of Bota Box, but the quality exceeds their expectations and creates brand loyalty,” noted President and CEO Chris Indelicato. “Boxed wine consumers are becoming increasingly sophisticated when it comes to wine, and they know that Bota Box over delivers – and the new Dry Rosé is no exception.”

Rosé sales grew 44 percent in 2016, 11 times faster than the total table wine category. Delicato Family Vineyards is the number one contributor of revenue growth in the 3L premium boxed wine segment driven by Bota Box, which is the number 15 overall revenue wine brand in the US. As a brand, Bota is up +28 percent, growing seven times as fast as the total table wine category, reaching 5 million cases in annual sales in 2016.\*

Produced at one of Delicato’s certified sustainable wineries in California, each 3-liter box contains the equivalent of four bottles of wine and state of the art bag-in-box technology keeps the wine fresh for up to four weeks once it is open. Bota Box packaging is 100% recyclable and is made from unbleached, post-consumer fiber. The carton is printed with VOC-free inks, and is bonded with cornstarch instead of synthetic glues.

Bota Box Dry Rosé joins the Bota Box collection of wines including Cabernet Sauvignon, Malbec, Merlot, Old Vine Zinfandel, Pinot Noir, Shiraz, Chardonnay, Moscato, Pinot Grigio, Riesling, Sauvignon Blanc and two Red Blends: Redvolution and Nighthawk Black. Bota Box is available in 3-liter and 1.5-liter Bag-in-Boxes and in convenient 500-milliliter Tetra Pak single servings.

Launched in 2003, Bota Box was created in the spirit of the traditional Spanish wine skin known as a “Bota” used to carry wine for centuries. The Bota bag gained global popularity in the 1960s and 1970s with hikers, skiers and other outdoor enthusiasts and eco-conscious consumers who wanted to bring wine on adventures without the weight, waste and inconvenience of glass bottles. Bota Box Dry Rosé is available nationally for \$24.99.

For more information about Bota Box, visit [www.botabox.com](http://www.botabox.com) or [www.facebook.com/botabox](http://www.facebook.com/botabox).

*\*Source: Nielsen, Ttl FDL+, 52 W/E 12.31.17/ Homescan Panel*

#### **About Delicato Family Vineyards**

Delicato Family Vineyards is a family-owned company founded in 1924. Four generations of the Indelicato family have overseen vineyard operations and winemaking at their California properties, maintaining the unparalleled standards for which they are known. The Delicato portfolio includes a unique range of brands such as Bota Box, Gnarly Head, Noble Vines, Black Stallion Estate Winery, Z. Alexander Brown, Diora, Belle



**DELICATO FAMILY VINEYARDS**

FAMILY FARMED SINCE 1924 - NAPA VALLEY, MONTEREY, LODI

Ambiance, Brazil, HandCraft Artisan Collection, Irony, Loft, and Earth Wise. For more information, visit [www.delicato.com](http://www.delicato.com).

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