

BOTA BOX

PRESS RELEASE

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BOTA BOX ANNUAL SALES ACHIEVES 3 MILLION-CASE BENCHMARK

NAPA, Calif. (November 12, 2015) – [Bota Box](#), the nation’s leading eco-friendly wine producer of premium 3-liter bag-in-box wines, has achieved three million cases in annual sales – another pivotal milestone for family-owned, Delicato Family Vineyards. Wine and spirit wholesaler, Republic National Distributing Company (RNDC) Texas, a division of RNDC USA, placed the order for case number three million, which shipped from the winery on November 11, 2015. Chris Indelicato, Delicato Family Vineyards President and CEO and Mike Jackson, Senior Vice President National Sales plan to travel to RNDC Texas headquarters in Dallas to thank RNDC Texas President, Jay Johnson and present his team with a commemorative award.

“As a member of the third generation of our family business, this landmark achievement is the result of more than 90 years of hard work, patience and commitment to quality winegrowing and winemaking,” said Chris Indelicato, President and CEO, Delicato Family Vineyards. “However, this would not be possible without the staunch support of our consumers, retailers, restaurants and distributors. As we approach nearly a decade of working together and one million cases in annual sales with RNDC alone, it is only fitting that the honor of Bota Box’s three millionth case deliver to our good friends at RNDC Texas.”

“Together with Chris Indelicato, Mike Jackson and the Delicato team, RNDC has worked to expand the premium boxed wine category and Bota across our network,” said Tom Cole, President, RNDC USA. “Bota aligns with today’s consumers who are looking for great wine at a fair price in an environmentally correct package. This is another example of two great family companies building a category. We look forward to celebrating the next Bota Box milestone of five million cases in the US.”

Bota Box is the nation’s number two producer of premium 3-liter bag-in-box wines, growing an average of nine times the Table Wine category over the past five years. The Bota Box premium 3-liter portfolio includes 13 varietals available in 100 percent recyclable packaging made from unbleached, post-consumer fiber. State of the art bag-in-box technology allows consumers to enjoy Bota Box wines from for up to four weeks after opening.

Bota Box takes its name from the traditional Spanish wine skin known as a bota used to carry wine for centuries. Bota bags became popular in the 1960s and 1970s with hikers, skiers and other outdoor enthusiasts who were looking to take wine along on the outdoor adventure without the weight and hassle of glass bottles. Bota Box is the modern version of a bota; instead of animal skin, the wine is kept fresh inside a 3-liter and 1.5-liter BPA free Mylar bag or 500ml Tetra Pak.

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About Bota Box

Bota Box is crafted by Delicato Family Vineyards, a 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 is steadfastly committed to crafting and representing wines of the highest quality produced in accordance with sustainable winegrowing practices. Launched in 2003, Bota Box produces 3-liter, 1.5-liter and 500ml premium wines in environmentally responsible packaging. For more information about Bota Box, visit www.botabox.com or find Bota Box on Facebook at www.facebook.com/botabox.

About Republic National Distributing Company (RNDC)

RNDC is the second largest distributor of premium wine and spirits in the United States with operations in Alabama, Arizona, Colorado, District of Columbia, Florida, Indiana, Kentucky, Louisiana, Maryland, Michigan, Mississippi, Nebraska, North Carolina, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Texas, Virginia and West Virginia. RNDC employs more than 9,000 individuals nationwide. For more information, please visit www.rndc-usa.com.