

# BOTA BOX

## PRESS RELEASE

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### BOTA BOX INTRODUCES NIGHTHAWK BLACK: A NEW DARK RED BLEND

**NAPA, Calif. (October 29, 2015)** – [Bota Box](#), the nation’s leading eco-friendly wine producer of premium 3-liter varietals, unveils Nighthawk Black, a distinct new addition to the Bota Box portfolio. A unique, full-bodied California dark red blend of Zinfandel, Syrah and Petite Sirah, Nighthawk Black is available nationally in the flagship 3-liter Bota Box format as an ongoing year-round item, as well as in the Bota Mini 500ml Tetra Pak format as a seasonal item.

“Bota Box Nighthawk Black fills a consumer need in the Premium 3-Liter Box wine category,” said Chris Indelicato, President and CEO, Delicato Family Vineyards. “As revealed by our recent [2015 Delicato Wine Insights study](#), Premium 3-Liter Box wine enthusiasts are also frequent consumers of 750ml wines priced \$8-10.99 – a segment whose growth has been largely fueled by red blends and particularly, dark red blends. The launch of Nighthawk Black is the first to offer an alternative format premium 3-liter wine with the dark, lush concentrated fruit profile that consumers desire from a brand they trust.”

Rooted in the spirit of adventure, Bota Box heads outdoors and into the twilight with the Nighthawk Black package. Featuring the same eco-friendly packaging as the 12 varietals in the Bota Box Premium 3-Liter suite, Nighthawk Black is made from unbleached, post-consumer fiber and is 100 percent recyclable. The carton is printed with VOC-free inks, and is constructed with corn starch over synthetic glues. State of the art bag-in-box technology allows consumers to enjoy wine from Nighthawk Black for up to four weeks after opening.

The equivalent of four, 750ml glass bottles, Bota Box Nighthawk Black is now available nationwide at a suggested retail price of \$22.99 and Bota Mini 500ml Tetra Paks are shipping now and available at a suggested retail price of \$5.99, while supplies last.

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](http://www.botabox.com) or find Bota Box on Facebook at [www.facebook.com/botabox](http://www.facebook.com/botabox).