



Nora Feeley
707-265-1767
Nora.Feeley@delicato.com

Carly Paull-Baird
312-240-2956
Carly.Paull-Baird@edelman.com

Pinkies Up: Bota Box Celebrates Bota Brunchgating Season

Sunday funday meets football Sunday with wine maker's new soon-to-be favorite activity and unique way to support Breast Cancer Awareness Month

NAPA, Calif., Oct 1, 2018 – Bota Box, the fastest growing brand in the premium 3L box wine category, is bringing two Sunday staples together – brunching and tailgating – with the introduction of Bota Brunchgating. With the equivalent of four bottles in a portable, environmentally-friendly box, Bota Box has built a loyal fan following with tailgaters. This tailgating season, Bota Box is reimagining how fans can raise their tailgate experience – and their pinkies – by putting a unique spin on their Sunday favorites and swapping out beer and burgers for Bota Box and brunch.



As part of the brunch and tailgating pairing, Bota Box is teaming up with Jeremy Jacobowitz of the social media phenomenon “The Brunch Boys” to host the Ultimate Bota Brunchgating pop-up event on E Houston Street and Lafayette Street in New York City on Sunday, October 28, 2018 from 11am-2pm, open to the public for those 21 years of age and over. Bota Brunchgating will introduce fans to an elevated tailgate brunch menu that includes recipes and wine pairings designed by “The Brunch Boys” themselves.

In recognition of Breast Cancer Awareness Month and tailgating season, during the Bota Brunchgating event, Bota Box will help raise awareness by encouraging consumers to think pink. Fans who attend the event will receive foam pink pinkies to raise for their teams and breast cancer awareness, and Bota Box will make a \$10,000 donation to the United Breast Cancer Foundation (UBCF).

“Through research into consumer trends and insights, we know both tailgating and brunch are experiences our Bota Box consumers value. Interestingly, 30% of tailgaters don’t even attend the game, preferring to ‘homegate’ during sports events,” said Vice President of Marketing for Delicato Family Vineyards, Kate McManus. “Whether they’re watching at home, at the game, or out celebrating with friends, we’re excited to provide fans with a civilized way to celebrate their favorite teams, and are proud to help support Breast Cancer awareness.”

To learn more about Bota Box and how #BotaBrunchgate can help you elevate your tailgate experience, follow Bota Box on Facebook, Twitter, and Instagram.

About Delicato Family Vineyards

Delicato Family Vineyards is a fourth generation family-owned company founded in 1924. One of the fastest growing top-ten wine companies, Delicato produces a unique portfolio of wines including Bota Box, Gnarly Head, 1924, Noble Vines, Black Stallion Estate Winery, Z. Alexander Brown, Diora, Mercer Family Vineyards, and Brazin, and is the importer for Santa Rita wines from Chile. Delicato's portfolio also includes the V2 luxury wines such as Merryvale, Starmont Wineries, Toad Hollow Vineyards, Wine by Joe, and Torbreck Vintners of the Barossa Valley. For more information, visit www.delicato.com and v2winegroup.com.

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