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DELICATO FAMILY VINEYARDS DECODES THE PREMIUM 3-LITER BOX WINE CONSUMER WITH 2015 WINE INSIGHTS REPORT

NAPA, Calif. (September 24, 2015) – [Delicato Family Vineyards](#), producer of [Bota Box](#), the nation’s leading eco-friendly Premium 3-Liter Box wine, announces the release of a new report revealing key insights into the Premium 3-Liter Box wine consumer fueling one of the industry’s hottest growing categories.

“As the evolution of wine continues to enjoy its shifting role as a casual part of everyday life in the US home, consumers are also shifting their shopping attitudes and purchasing behaviors when it comes to when, where and why they buy wine,” said Chris Indelicato, President and CEO, Delicato Family Vineyards. “As an industry leader and proactive trade partner, it is essential that we maintain a pulse on the evolving consumer landscape, particularly within key trending categories like Premium 3-Liter Box wine.”

According to Nielsen, growth in the 3-Liter Box wine segment has been driven by brands priced \$15 and above (Premium 3-Liter Box), with growth reaching 20 percent in value and volume over the latest 26-week period*. Over the past five years, Premium 3-Liter Box wine has been the growth engine of the wine industry; growing an average of five times the Table Wine category**.

In collaboration with accredited insights agency, Nielsen, Delicato Family Vineyards 2015 Wine Insights uncovers valuable consumer data specific to the Premium 3-Liter Box wine consumer. Results reveal a frequent wine enthusiast who is well-informed, quality conscious and loyal to Premium 3-Liter Box, but not exclusionary from 750ml glass, depending on the occasion. Especially noteworthy for the retailer is a compelling snapshot of the superior in-store value of the Premium 3-Liter Box consumer compared to the 750ml consumer.

Presented in an easy-to-understand infographic sequence now available at www.delicato.com/wineinsights, the complete infographic suite has been optimized for social sharing under the hashtag [#BoxItToMe](#), as well as for email, print and presentation purposes.

Delicato Family Vineyards 2015 Wine Insights combines exclusive results from two US Nielsen Homescan Panel studies. The studies include the total table wine purchasing habits of over 11,500 Premium 3-Liter Box wine buyers over a 52-week period ending March 28, 2015, as well as a custom online survey commissioned between the dates of May 11 and June 1, 2015 detailing the consumption habits of 573 primary household purchasers of Premium 3-Liter Box wine, age 21 or older.

*Source: Nielsen xAOC Liquor Plus, 26 Weeks Ending 8/15/2015

**Source: Nielsen Food Drug Liquor Plus, \$ CHG vs YA, 5-52 Week Periods Ending 1/3/2015

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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.delicato.com.