

GNARLY HEAD

PRESS RELEASE

Kylie Barnett

707-265-1767

kylie.barnett@delicato.com

GNARLY HEAD WINES TAKES A WALK ON THE DARK SIDE THIS SEASON WITH LIMITED RELEASE AUTHENTIC BLACK AND GNARLY BOOTH MOBILE APP

LODI, Calif. (October 23, 2014) – [Gnarly Head](#), producer of bold, sophisticated wines, announces the launch of two seasonally-focused programs, including a limited release wine and holiday-themed selfie app targeted toward wine consumers now through the end of the year.

Channeling Gnarly Head's signature fruit-driven style with concentrated black fruit flavors, Authentic Black is a dark, inky Petite Sirah-based blend designed to stand up to the season's heartiest dishes. Fruit for this new, limited offering was grown in Lodi, California. Choice lots from the harvest were aged on oak for 12 months to craft a smooth, rich blend. Authentic Black joins the Gnarly Head Authentic Collection roster of bold, blended wines including Zinfandel-based, Authentic Red and white wine blend, Authentic White.

Simultaneous with the release of Authentic Black, Gnarly Head's revolutionary spirit prevails with [Gnarly Booth](#), a seasonally-focused proprietary mobile app launched this fall that allows users to transform a selfie into an original "Gnarly Head" with features borrowed from late October's onslaught of frightening creatures. Available for free download now on iTunes and Google Play, the app will refresh for the holidays with festive selfie-altering facial features reminiscent of the season's most prominent characters.

Gnarly Booth (free download at iOS and Android stores) invites users to share their gnarliest selfies across Facebook, Twitter, email and text message throughout this year's holiday season. The inaugural 2012 vintage of Gnarly Head Authentic Black (\$11.99) is available now while supplies last.

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About Gnarly Head

Gnarly Head 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. Gnarly Head was launched in 2005 and takes its name from the gnarled free standing "head trained" vines found in the Lodi region of California – some of which were planted over a century ago.