

GNARLY HEAD

PRESS RELEASE

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Gnarly Head

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GNARLY HEAD IS BACK IN BLACK WITH THE LAUNCH OF LIMITED RELEASE 1924 DOUBLE BLACK AND THE RETURN OF AUTHENTIC BLACK

LODI, Calif. (September 10, 2015) – [Gnarly Head](#), producer of bold, sophisticated wines, unveils a lineup of dark red blends for the Fall season including new addition 1924 Double Black and the return of Authentic Black as an ongoing item. Originally launched as a seasonal offering in 2014, Gnarly Head Authentic Black is now accessible to Gnarly Head enthusiasts year-round.

“As the popularity of red blends continues to proliferate in the US market, so too does consumer demand for richer, more lush wines with concentrated, darker fruit profiles,” said Chris Indelicato, President and CEO, Delicato Family Vineyards. “Just as we’ve seen this darker, bigger style take off in the Pinot Noir segment, dark red blends are now fueling the growth of the red blend category. The signature big and bold style of Gnarly Head wines is a natural launch pad for expanding our dark red blend offerings with 1924 and Authentic Black.”

According to Nielsen, in the competitive domestic \$8-11.99 price segment, red blends are now the second largest wine type next to Chardonnay and are driving dollar volume growth at 15 percent versus a year ago*. Leading growth in the red blend category, dark red blends** are driving 65 percent of dollar volume growth in the domestic \$8-11.99 red blend segment*.

Gnarly Head 1924 Double Black is a limited release, Prohibition-style dark red blend that pays homage to the family’s first vineyard plantings in 1924. On the heels of the successful 2014 introduction of Petite Sirah-based Gnarly Head Authentic Black, 1924 Double Black, led by Zinfandel, delivers a dark red blend style all its own. Crafted in the field blend style preferred by Prohibition era speakeasies, 1924 Double Black delivers the dark, fruit-driven profile that modern day wine enthusiasts seek.

Following an overwhelming response from consumers on social media and in the market, Gnarly Head Authentic Black (\$11.99), which pre-sold all available limited release inventory in 30 days in 2014, is back by popular demand as an ongoing year-round item. The inaugural 2013 vintage of Gnarly Head 1924 Double Black (\$11.99) is shipping now and nationally available while supplies last.

*Nielsen, Ttl US – FDL+, DM \$8-11.99, 52 weeks ending 5/23/15

**Dark Red Blends comprised of Gnarly Head Authentic Black, Apothic Dark, Ménage a Trois Midnight

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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.