



PRESS RELEASE

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NEW ENTRY BELLE AMBIANCE TARGETS MILLENNIALS WITH WINE COLLECTION DEBUT

NAPA, Calif. (Feb. 18, 2014) – Delicato Family Vineyards, one of the fastest growing wine companies in the country, announces the national launch of Belle Ambiance, a new portfolio of rich, indulgent California wines crafted to enhance any moment.

“Belle Ambiance is a new offering that resonates with the aspirational, yet economically-conscious Millennial audience who are continuing to drive the growth of the popular premium category,” said Chris Indelicato, President and CEO, Delicato Family Vineyards. “Luxury packaging and quality in the bottle, coupled with an accessible price point, combine to deliver a memorable wine experience that is unmatched among the competition.”

Translated to mean “beautiful place,” Belle Ambiance is inspired by a true place of beauty atop a rolling slope overlooking the family’s California vineyard, and celebrates the enrichment of life’s everyday experiences. This essence is interpreted aesthetically by an upscale package featuring a unique die-cut label, eye-catching color palette and textured gold foil embellishments.

Vinted and bottled at the family’s certified sustainable California winery, Belle Ambiance wines are a culmination of 90 years of family viticulture and winemaking experience. Belle Ambiance is crafted to showcase a memorable, indulgent style punctuated by lush, rich and full flavors, while simultaneously honoring true varietal character in every bottle.

The Belle Ambiance portfolio includes a Chardonnay, Pinot Noir, Cabernet Sauvignon, Red Wine Blend and Pinot Grigio, now available for national distribution. The suggested retail price for each 750ml expression is \$9.99. For more information visit, www.BelleAmbianceVineyards.com.

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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, DFVwines.com.