



# VENDANGE

## FOR IMMEDIATE RELEASE

### Vendange White Zinfandel 'Goes Green' with New 'On-the-Go' Packaging

**Canandaigua, N.Y., August 21, 2007** —Centerra Wine Company announces the addition of Vendange White Zinfandel to its line of innovative, environmentally-friendly 500 ml Tetra Prisma® containers. The octagonal-shaped, 500 ml Tetra Prisma is a conveniently sized, lightweight, portable container that holds three-plus servings of wine and fits perfectly into the fast-paced lifestyle of today's on-the-go consumer. Plus, the aseptic cartons are the most eco-friendly wine packaging on the market today, making it ideal for people looking to take simple steps in their everyday lives to help the environment.

Vendange White Zinfandel is light pink in color and has a faint strawberry and citrus nose along with a refreshing zip of acidity. It is the latest product by Centerra Wine Company to be offered in TetraPak's unique container, bringing the total number of Vendange TetraPak offerings up to eight: Cabernet Sauvignon, Chardonnay, Pinot Grigio, Shiraz, Merlot, Zinfandel, Sauvignon Blanc, and White Zinfandel. Each varietal is color-coded for easy recognition and is available in retailers nationwide.

"Seventy-five percent of Vendange Tetra Pak packaging is made from paper. It can be easily recycled and uses less energy to manufacture when compared to traditional glass containers,<sup>1</sup>" said Dave Nientimp, marketing director for Centerra Wine Company. "By choosing Vendange for outdoor events, people will actually reduce their ecological footprint while enjoying themselves at the same time."

In fact, according to research done by TetraPak in 2006, the packaging offers a number of environmental benefits during production over standard 750 ml glass bottles. For example:

- Tetra Pak uses 60-65 percent less energy to make and use than glass bottles
- In production, Tetra Pak releases 70 percent fewer green house gases (the gases associated with global warming) than traditional glass bottles
- Tetra Pak generates 55 percent less waste after recycling than glass bottles
- 35-40 percent fewer trucks are needed to deliver the same amount of wine contained in

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<sup>1</sup> Source: Life Cycle Inventory Study, Franklin Associates, a Division of ERG, 2006 Comparison: 1 Tetra Brik Aseptic cartons to 750 ml glass bottles per 1000 liters of wine

Tetra Paks than glass bottles, providing cost and fuel savings and a significant reduction in greenhouse gases

- Lastly, consider this: If 2.4 billion liters of table wine were packed in TetraPak cartons rather than bottles, the reduction in greenhouse gas would equal that of 377,000 cars fewer from our roadways.

The unique screw cap technology – StreamCap – also allows the container to be resealed, keeping wine fresh and preserving the flavors and quality even after it has been opened. Plus, the package protects the integrity of its sensitive contents while making Vendange wines portable and easy to store.

Vendange, crafted in California, is one of North America's best-selling wine brands. Suggested retail price for the 500 ml Tetra Prisma wines is \$3.99.

For more information on Vendange wines, visit [www.vendange.com](http://www.vendange.com).

### **About Centerra Wine Company**

Centerra Wine Company, the popular-priced and premium wine producer of Constellation Wines U.S., is part of Constellation Wines, the world's largest wine business, an operating division of Constellation Brands, Inc. (NYSE: STZ and STZ.B) ("CBI"). Constellation Wines U.S. encompasses four of CBI's U.S. wine businesses: Icon Estates, Centerra Wine Company, Pacific Wine Partners, and North Lake Wines. Centerra Wine Company's leading brands include Alice White, Arbor Mist, Cook's, Covey Run, Inglenook, Manischewitz, Paul Masson Grande Amber Brandy, Robert Mondavi Private Selection, Talus Collection, Taylor Desserts, Vendange, Ravenswood, and Woodbridge by Robert Mondavi.

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