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**CALNATURALE™ VOTED ONE OF THE “TOP RED WINES UNDER \$15” IN
DISTINGUISHED INTERNATIONAL WINE COMPETITION**

*CalNaturale™ Cabernet Sauvignon Earns Gold Medal and Value Accolades at 2011 World Value Wine
Challenge*

LATHROP, Calif. (October 19, 2011)—Just in time for the holiday season, CalNaturale™ wine, the first and only California wine made from certified organically-grown grapes and available in environmentally-friendly Tetra Pak packaging, today announced that its 2008 vintage Cabernet Sauvignon recently earned a gold medal and was named one of the “Top 10 Red Wines \$15 and Under” at the 2011 World Value Wine Challenge—the world’s most comprehensive competition for wines \$20 and under. With more than 90 percent of all wines sold in the U.S. available for \$20 or less*, this honor puts CalNaturale’s Cabernet in a very select class of flavorful yet affordable varietals.

“We are honored to have our Cabernet Sauvignon recognized at the World Value Wine Challenge as it reaffirms not only the exceptional value that CalNaturale offers, but also acknowledges the overall quality and taste of the wine—which we pride ourselves on,” said Andy Hicks, director of wine sales and marketing for CalNaturale. “There has long been a taste barrier associated with ‘boxed wines’; but professional sommeliers, winemakers and consumers have continuously agreed that CalNaturale’s smooth and pleasing flavor overcomes any such stigmas, and we’re proud to offer the award-winning Cabernet at such an affordable price point so that everyone can enjoy it.”

CalNaturale Cabernet Sauvignon is a voluptuous and full-bodied, yet very approachable, wine bearing a single-vineyard designation from the highly acclaimed French Camp Vineyard in the Paso Robles Appellation, which delivers rich and intriguing flavors of berry fruits and the intense aromas of spicy black currants with a hint of French oak. Its delightfully warm tones and eco-friendly, convenient packaging make it an ideal choice for entertaining and gifting throughout the upcoming holiday season and beyond.

The 2011 World Value Wine Challenge took place in early August at the Beverage Tasting Institute's new tasting room in Chicago, Ill., and prides itself in awarding wines that offer more flavor and quality at a better price than wines at the same or higher price points. Wines were judged on a 100-point scale and given awards and recommendations based on their score—categories included \$20 and under, \$15 and under, \$10 and under and \$8 and under. The results were released on October 15th.

This is the sixth gold medal awarded to CalNaturale’s Cabernet Sauvignon and follows a trio of recent successes in three leading international wine competitions: the Indy International Wine Competition, the Florida State Fair International Wine Competition and the Monterey Wine Competition. Further, both the Cabernet Sauvignon and CalNaturale’s 2009 Vintage Chardonnay were awarded Silver Medals at the 2011 *San Francisco Chronicle* Wine Competition—the largest domestic wine competition in the U.S.

Both CalNaturale Cabernet Sauvignon and Chardonnay are available in two sizes, 500 ML and 1 liter cartons, and are offered at an outstanding value: \$6.99 and \$12.99, respectively.

**Source: Tastings.com*

About CalNaturale

CalNaturale is the first-ever national consumer brand launch from California Natural Products, a leading all-natural food company whose mission is to improve the health and wellness of consumers by offering better tasting, nourishing and convenient foods at a great value, without compromising on quality or the environment. CalNaturale Cabernet Sauvignon and Chardonnay wines are the first and only California wines made from certified organically-grown grapes to be available in Tetra-Pak flexible packaging. CalNaturale wine is convenient and environmentally friendly and uses less than half the energy of traditional glass bottles in production and transportation. Both varietals are available in leading wine shops, grocery and natural food stores, including H.E.B, Publix and Whole Foods Markets in selected regions across the country. For more information, please visit www.calnaturalewine.com. You can also become a fan of [CalNaturale Wine on Facebook](#) and follow [@CalNaturaleWine on Twitter](#).

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