



**Contact:** Jenn Pansegrau  
Formula  
619-234-0345  
[pansegrau@formulapr.com](mailto:pansegrau@formulapr.com)

**GREAT TASTE, AFFORDABILITY AND PORTABILITY MAKE CALNATURALE™  
WINE THE “OFFICIAL WINE OF SUMMER”**

*CalNaturale™ Cabernet Sauvignon and Chardonnay in, eco-friendly packaging, provide a convenient, lightweight and re-closable wine option—perfect for on-the-go summer occasions*

LATHROP, Calif. (May 30, 2012)—Summertime is synonymous with relaxing on the beach, reading a fascinating book, enjoying the great outdoors and sipping on a delicious glass of wine. CalNaturale™ wine, the first California wine made from certified organically-grown grapes and available in environmentally-friendly Tetra Pak packaging, offers the ideal combination of great taste, portability, and affordability—making the Cabernet Sauvignon and Chardonnay varietals the ultimate wines for summer.

“We have such a unique offering with each of these award-winning wines that make them the perfect choice for summertime, when most people are on-the-go and enjoying the outdoors,” said Andy Hicks, director of wine sales and marketing for CalNaturale. “Their smooth flavors break the taste barriers that are often associated with many boxed wines. We’re proud to say that finally, this really is good wine in a box! Eco-friendly and portable packaging make our wines convenient, unbreakable and re-closable, so they are ideal for tossing in a bag for a picnic, day at the beach or to take poolside. What’s more, they are offered at a reasonable price point so anyone can enjoy them.”

As the “Official Wine of Summer,” CalNaturale has also announced its selections for the top must-have books to read this summer. To accompany a great-tasting glass of CalNaturale wine, beach-goers and poolside readers alike can dive into any of CalNaturale’s picks: “[A Grown up Kind of Pretty](#)” by Joshilyn Jackson; “[Lone Wolf](#)” by Jodi Picoult; “[Some Assembly Required](#)” by Anne Lamott; “[I, Michael Bennett](#)” by James Patterson; and “[A Good American](#)” by Alex George.

“We wanted to give people fun ideas for the summer, and what a better combination than wine and a good book,” said Hicks.

CalNaturale Cabernet Sauvignon is a voluptuous and full-bodied, yet very approachable, wine from the highly acclaimed French Camp Vineyard in the Paso Robles Appellation. The Cabernet delivers rich and intriguing flavors of berry fruits and the intense aromas of spicy black currants with a hint of French oak. CalNaturale Chardonnay is a refreshing premium wine crafted from Mendocino grapes that shows clear and vibrant fruit with a hint of vanilla from lightly toasted oak. This varietal is light and well-balanced with aromas and taste of ripe apples, pear and a hint of citrus.

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.

Through August 31, visit the CalNaturale Facebook page, [facebook.com/CalNaturaleWine](https://facebook.com/CalNaturaleWine), for a chance to win various prizes, including CalNaturale Wine and summer-inspired gear—approximately \$1,000 total value—in CalNaturale’s “Official Wine of Summer” online promotion.

### **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](http://www.calnaturalewine.com). You can also become a fan of [CalNaturale Wine on Facebook](https://facebook.com/CalNaturaleWine) and follow [@CalNaturaleWine on Twitter](https://twitter.com/CalNaturaleWine).

###