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For Immediate Release

Innovation meets Tradition as Boisset Unveils a New Name and Launches New, Eco-Friendly Offerings to Its Global Portfolio of Wine and Spirits

SAUSALITO, CA, MAY 12, 2008... Tradition in the world of wine is often interpreted as being somewhat staid; stuck in the past. What is true today is the opposite at **Boisset Family Estates**, a leading family-owned producer and importer of fine wine and spirits, where tradition meets innovation from vineyard to vessel. Boisset's innovation is inspired by the dynamic second generation, Jean-Charles and Nathalie Boisset, children of founders Jean-Claude and Claudine Boisset. It began when they revolutionized their father's namesake winery to one of very small production and prestigious wines of the Côte de Nuits, and showed the brave audacity to seal its finest wines, prestigious Gevrey-Chamertin, Chambolle-Musigny, and Echezeaux Grand Crus, under screw cap. Jean-Charles and Nathalie also applied innovative practices in their family's vineyards, uniting them as Domaine de La Vougeraie and instilling rigorous biodynamic farming practices and a winemaking regime heralded for some of the finest wines of Burgundy. Today, **Boisset Family Estates** is a pioneer in alternative packaging for wines and a leader in the development of creative wine brands for every mood and occasion. All of their wines honor both their unique provenance and the planet through maintaining superb quality; organic, sustainable and biodynamic farming practices; as well as eco-friendly packaging that reduces a wine's total impact on the environment.

Boisset Family Estates' New Name

To honor its heritage and collection of historic wineries or "family of families," the company has recently changed its name from *Boisset America* to **Boisset Family Estates**. "We have an intimacy with our wines that is unique to centuries-old family-owned vineyards. Each is lovingly cared for and nurtured from grapes to glass, ensuring a quality we are proud to call our own, from vineyards we consider family," shares Jean-Charles Boisset, President of Boisset Family Estates.

Eco-Friendly, Innovation Brands Rollout

Boisset is currently in the process of a national rollout of its line of "Innovation Brands" – premium wines delivered in alternative, eco-friendly packaging, many of which will debut this summer. All the innovative

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alternatives – from Tetra Pak to PET to Aluminum to Bag in Box offered by Boisset strive to better preserve the environment by reducing the carbon footprint of wine packaging. (See attached chart for details). “We believe that everyone can make an eco- difference in their own way,” shared Jean-Charles Boisset. “We have been producing wines responsibly for some time and the adoption of forward-thinking packaging allows us to contribute to carbon reduction, while making it easier for our customers to be more green when enjoying our wines.” Over the next few months, Boisset Family Estates will:

- expand distribution of its award-winning *French rabbit (France)*, the first premium wine in a Tetra Pak package
- introduce *Green rabbit*, its organically-grown cousin
- launch *Yellow Jersey (France)* and *Louis Bernard’s Côte du Rhône Bonus Passus (France)*, the first wines in convenient, lightweight and 100% recyclable 750ml PET bottles. Featuring an oxygen barrier that protects its premium quality, the PET bottles have a 50% lower carbon footprint than traditional bottles.
- unveil *Mommessin Beaujolais Grande Reserve (France)* in its 750ml aluminum bottle, with the wine-world-first cooldot™. Since aluminum chills more quickly and stays cool longer, this bottle is ideal for this traditional red wine, which is usually enjoyed chilled in France, a nuance as yet unknown to many North American wine drinkers. The cooldot™ on the package changes color when the wine reaches the perfect temperature for serving. Further, the extremely lightweight aluminum offers a much lower carbon footprint than traditional bottles, and is infinitely recyclable.

Boisset Family Estates’ Wineries

The wineries of Boisset Family Estates are some of the most notable in the world, ranging from those established in the 1700s to those launching in 2008. With vineyards on two continents, Boisset may be best known for its passion for and expertise in Pinot Noir. Boisset is proud to call the following wineries as part of its family:

- *North America:* DeLoach Vineyards, Lyeth Estate, Sonoma Cuvée, Oceana Estates, Le Clos Jordanne
- *Europe: France* - Jean-Claude Boisset, Bouchard Aîné & Fils, J. Moreau & Fils, Mommessin, Louis Bernard, Jaffelin, Ropiteau Frères, Françoise Chauvenet, Charles de Fère, Domaine de La Vougeraie, Chateau La Croix Martelle, Louis Bouillot, Jean-Louis, Grandin, Silver Cap, BB Cap, Chateau de Pierreux, Lulu B, French rabbit, Green rabbit, Yellow Jersey. *Italy* - Batasiolo

About Boisset Family Estates

Boisset Family Estates is an innovative, eco-minded, family-owned producer and importer of fine wines and spirits. Its goal is to express the qualities of its wines with an “*art de vivre*” and style that consistently honors provenance and enhances terroir, history, heritage and quality. The philosophy of uniting each wine with innovative packaging is a vision of sustainability and desire to provide wines for every moment, mode of consumption and occasion. With its roots in Burgundy, France, wineries on two continents and a US office in California, Boisset is a leading producer of Pinot Noir and one of France’s top exporters of premium wines. For more information on the company and its wineries, please visit www.boissetfamilyestates.com.

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