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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, APRIL 30, 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 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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Boisset Family Estates – Green-CSR Mission and Philosophy

Boisset Family Estates is an innovative, eco-minded, family-owned producer and importer of fine wines based in Burgundy, France. Boisset seeks to express the qualities of its wines with an “*art de vivre*” and style that consistently enhances *terroir*, provenance, history, heritage and quality. The philosophy behind each wine is tied to a vision of sustainability and desire to provide wines for every moment, mode of consumption and occasion.

Mission Statement:

With a passion for excellence, Boisset Family Estates is one of the top French wine companies and a leading family-owned wine and spirits producer. Its family of wineries and employees is dedicated to a tradition of quality and respect for *terroir*, showcased through the premium quality of its wines and sustainable farming practices. Simultaneously, Boisset leads innovations in the wine world that address climate change, reduce waste, reduce CO2 emissions, and protect the long-term sustainability of the wine industry.

Environmental Philosophy:

Boisset Family Estates’ extensive portfolio offers a variety of wines with significant history and strong identity. This family of wineries is united in its pursuit of sustainable practices at every point in a wine’s life, from vineyard to dinner table. The portfolio’s historical wineries, grounded in centuries-old sustainable farming practices, are complemented by innovative and sustainable packaging options that deliver important benefits for the environment by reducing the wine’s carbon footprint, and providing value, convenience and choice to consumers.

Recent Awards for Entrepreneurship and Innovation:

Meininger International Wine Entrepreneur of the Year Award, 2008 (Germany)

Decanter Magazine’s Top 50 Power Brokers in the global wine industry, 2007

Liquor Control Board of Ontario, 2005, Most Innovative Product of the Year: “The LCBO recognize Jean Charles Boisset as this year’s most forward-thinking leader for his global launch of the first vintage wine in a Tetra Pak container in Ontario. Combining excellence, experience, quality and social responsibility with an entrepreneurial spirit, French rabbit is the Next French Revolution – a big leap forward in environmental stewardship.”

Jean Charles Boisset, Boisset Family Estates President and Spokesperson Bio:

Jean-Charles Boisset, President, **Boisset Family Estates**, possesses a long-term vision for his family’s company that stems from a dedication to innovation and the environment. This vision has led to pioneering efforts in sustainability from the vineyard to the vessel. He has implemented organic, biodynamic, and sustainable farming practices at the family’s vineyards, while simultaneously introducing alternative packaging innovations that reduce a wine’s environmental impact and carbon footprint. Recounting the best of the company’s global practices, Mr. Boisset is available for interviews, as well as speaking engagements on a variety of topics related to winemaking, the environment and social responsibility. His expertise includes: the state of the global wine industry, Boisset’s initiatives to help reduce the environmental impact of wine packaging, global warming’s affect on the wine world, and winemaking expertise on the cultivation of Pinot Noir in Burgundy and California.

Public Relations Partner:

For more information on **Boisset Family Estates**, its green and socially responsible practices and innovation brands, or to schedule and interview or engagement with Mr. Boisset, please contact: Susan Holden Walsh 303.449.2526, sholdenwalsh@charlescomm.com or Kimberly Charles, Charles Communications Associates, 415.701.9463, kcharles@charlescomm.com.

Boisset Family Estates -- Green and Corporate Socially Responsible Facts

Green and Sustainable Practices:

Agriculture-Viticulture (Viticulture):

Promotes and practices sustainable, organic and biodynamic farming on two continents.

- **Domaine de la Vougeraie** in Burgundy, the “crown jewel” of the Boisset portfolio, exemplifies the family’s dedication to biodynamic farming.
- Boisset’s Russian River Valley winery **De Loach Vineyards** is presently converting its estate vineyards to biodynamic farming, recently replanting following two seasons of allowing the ground to remain fallow in order to follow the stringent biodynamic standards.
- **Le Clos Jordanne**, a premium producer of Pinot Noir and Chardonnay in Niagara, Ontario, is proud to have received the EcoCert certification for organic farming.
- Having pioneered innovative, eco-friendly Tetra Pak packaging for wine with **French rabbit**, the company will go one step further with the introduction of **Green rabbit**, its certified organically-farmed cousin, this summer.
- **Château La Croix Martelle**, a biodynamically-certified estate in Minervois, will soon unite its viticultural practices and its packaging by offering its Eco-Cert certified organically-grown wines in lightweight, lower carbon footprint glass bottles.
- **Louis Bernard’s** estate vineyards at the historic Chartreuse de Bonpas converted to organic farming in the 2007 vintage. Louis Bernard additionally produces several wines from Eco-Cert certified organic estates in the Rhône Valley, including its popular Côte du Rhône *Domaine Le Garrigon*.
- **Chateau de Pierreux**, a 190-acre estate in the Brouilly appellation of Beaujolais has practiced sustainable viticulture throughout its long history, and is now pursuing certified organic farming.

Closures: Boisset Family Estates offers choice in closures to deliver the best quality wine in any packaging, from cork to crystal to Stelvin and screw caps. The **Jean-Claude Boisset wines** were the first to use screw caps for top quality Burgundies, showing that it is an ideal closure for some wines within the prestigious Côte appellations (Chambolle-Musigny, Gevrey-Chambertin, Echezeaux Grand Cru...) beginning with the 2003 vintage. Many wineries within the Boisset portfolio, from the Chablis house of J. Moreau & Fils, founded in 1814, to DeLoach Vineyards with its Sonoma Stage Pinot Noir, offer screw cap closures when they ideally complement the wine or wine drinkers’ experience.

Packaging: Boisset Family Estates has pioneered innovative, alternative packaging for the wine world that delivers quality wine and consumer convenience while reducing wine’s carbon footprint and packaging waste. Uniquely in the wine world, Boisset marks each of its low carbon-footprint packages with an exclusive “Eco-Friendly Packaging” seal for easy consumer recognition.

- **French rabbit**, the first premium French wine in *Tetra Pak* cartons, offers a quality, value-priced wine in packaging that is light-weight (96:4 product to packaging ratio), easily transportable, and has the lowest CO₂ footprint of any wine package, estimated at 42 grams CO₂ per liter of wine or about 10% of the carbon footprint of traditional bottles.
- Boisset is now pioneering the introduction of wine in 750ml PET plastic bottles with the introduction of **Yellow Jersey** and **Bonus Passus**, an AOC Côte du Rhône from Louis Bernard. The lightweight, compact bottles reduce wine’s carbon footprint and are easily recyclable into high-value products such as fleece, carpet, deck-building materials and much more. Both wines are shipped in cartons made from 100% recycled cardboard.
- **Mommessin**, founded in 1865 and the largest producer of premium Cru Beaujolais in the world, is presently introducing a **750ml Aluminum Bottle for its Beaujolais Grande Reserve**, offering a revolution in a wine drinker’s experience of Beaujolais through its Cooldot™ technology, remarkable convenience, lightweight and infinite recyclability.

- A **Louis Bernard Côte du Rhône** 3L *Bag in Box* also reduces the carbon footprint from wine packaging, while **Jaffelin** offers innovative closures with its *Crystal* stopper, and **BBcap** 187ml Blanc de Blanc and Rosé sparkle under the black lights with a Luminescent Sleeve.

Socially Responsible Business Practices: Sustainability reaches well beyond the walls of Boisset, as the company chooses to work with like-minded agricultural, production, packaging, and marketing partners on the back-end, while providing product and education to environmentally responsible retailers and on-premise clients and consumers on the front-end who share Boisset's vision for a greener future.

Certification:

Eco-Cert, France (accepted by USDA National Organic Program)

Eco-Cert, Canada (accepted by USDA National Organic Program)

GEST

ISO 9001 Certification – for quality, efficiency and environmental management standards

British Retail Consortium Global Standards Certification

Boisset Family Estates Ownership: Boisset is proud to remain a privately-held, family-owned company.

Boisset Family Estates Spokesperson Bio: Jean Charles Boisset, President, Boisset Family Estates. His long-term vision stems from a dedication to innovation and the environment, which has led to pioneering efforts in sustainability from the vineyard to the vessel. He has implemented organic, biodynamic, and sustainable farming techniques at the family's vineyards, while simultaneously introducing alternative packaging innovations that reduce a wine's environmental impact and carbon footprint. Recounting the best of the company's global practices, Mr. Boisset is available for interviews, as well as speaking engagements on a variety of topics related to winemaking, the environment and social responsibility, including: pinot noir, the state of the global wine industry, his innovation initiative relative to low impact environmental packaging and global warming.

Green and CSR Public Relations Partner: For more information on Boisset Family Estates, its green and socially responsible practices and Innovation Brands, or to schedule an interview or engagement with Mr. Boisset, please contact: Susan Holden Walsh, 303.449.2526 sholdenwalsh@charlescom.com or Kimberly Charles, Charles Communications Associates, 415.701.9463, kcharles@charlescomm.com.