

# BOTA BOX

## PRESS RELEASE

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### **BOTA BOX SPEARHEADS INNOVATION IN THE 1.5-LITER WINE CATEGORY WITH LAUNCH OF BOTA BRICK**

**NAPA, Calif. (Dec. 11, 2014)** – Bota Box, the nation’s leading eco-friendly wine producer of premium 3-liter varietals, announces the launch of Bota Brick, a groundbreaking new entry in the 1.5-liter wine category. Featuring the same environmentally responsible packaging as the original 3-liter Bota Box, Bota Brick offers wine consumers a new alternative in the 1.5-liter section that stays fresh after opening more than four times longer than any 1.5-liter glass bottle.

“In pilot tests conducted this summer, Bota Brick demonstrated strong consumer pull in the 1.5-liter category, previously untapped by producers of premium boxed wine,” said Mark Koppen, Marketing Brand Director, Bota Box. “Bota Brick is at the forefront of paving the way for this new innovation and we are eager to continue the positive momentum with the national rollout.”

Packaging for Bota Brick is made from unbleached, post-consumer fiber and is 100 percent recyclable. The carton is printed with VOC-free inks, and is constructed with corn starch over synthetic glues. State of the art bag-in-box technology allows consumers to enjoy wine from Bota Brick for up to four weeks after opening.

Bota Brick joins the Bota Box suite of offerings, including the flagship 3-liter Bota Box and Bota Mini, a 500ml Tetra Pak. The inaugural portfolio of Bota Brick includes a Pinot Grigio, Chardonnay, Merlot, Cabernet Sauvignon and RedVolution, a red wine blend. The equivalent of two, 750ml glass bottles, Bota Brick is now available in the 1.5-liter glass section of retail outlets nationwide at a suggested retail price of \$12.99.

Bota Box takes its name from the traditional Spanish wine skin known as a bota used to carry wine for centuries. Bota bags became popular in the 1960’s and 1970’s with hikers, skiers and other outdoor enthusiasts who were looking to take wine along on the outdoor adventure without the weight and hassle of glass bottles. Bota Box is the modern version of a bota; instead of animal skin, the wine is kept fresh inside a 3-liter and 1.5-liter BPA free Mylar bag or 500ml Tetra Pak.

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#### **About Bota Box**

Bota Box is crafted by Delicato Family Vineyards, a family-owned California winery founded in 1924. Three generations of the Indelicato family have guided grapes from vineyard to bottle and into homes and dining establishments around the world. Delicato Family Vineyards is steadfastly committed to crafting and representing wines of the highest quality produced in accordance with sustainable winegrowing practices. Launched in 2003, Bota Box produces 3-liter, 1.5-liter and 500ml premium wines in environmentally responsible packaging. For more information about Bota Box, visit [www.botabox.com](http://www.botabox.com) or find Bota Box on Facebook at [www.facebook.com/botabox](http://www.facebook.com/botabox).