

Rutherford Wine Co. Launches Six Spot Red Wine

Prominent Wine Company Adds New Red Blend to Predator Wines Line up.

April 5, 2017— Rutherford, CA— Rutherford Wine Company introduces **Six Spot Red Wine by Predator Wines**. This vibrant red blend was created as a tribute to Rutherford Wine Company's commitment to sustainable growing practices that help ensure the health and vitality of their elect vineyards. Named after the ladybug, the spotted "Predator" that protects the vineyards from harmful critters like aphids, the new release's suggested retail price is \$16 (750ml). Packaged in the same award winning bottle design, Six Spot Red Wine joins Predator's Old Vine Zinfandel and Cabernet Sauvignon this spring on wine shelves.

"Predator Wines have generated a following among American consumers not only for their striking package, but also for the quality in the bottle," said Rutherford Wine Company General Manager Morgan Zaninovich. "Our aim with this release of Predator Six Spot Red Wine is to continue to offer our customer delicious wines at a good price that they are excited to share with their friends and family."

Six Spot Red Wine joins a fast-moving category of \$15+ red blends that has experienced growth of 23% over the last year. Red blends priced over \$15 have outpaced the broader red blend category. Now ranked as the third largest wine category by volume and value, red blends account for more than \$18.7 million in retail sales. (Source: Nielsen) (Total US Food, 52 weeks ending January 28, 2017)

Six Spot Red Wine at a Glance

- Appellation: Lodi, California
- Vintage: 2015
- Blend: 48% Petite Sirah, 30% Zinfandel, 22% Malbec
- Oak: Aged in French oak
- Flavors and Aromas: A vibrant, sweet bouquet of raspberry jam, caramel and cinnamon toast. Oak integration provides silky tannins and spice to match Lodi's unrestricted wild berry fruit.
- ABV: 13.5%
- SRP: \$16

About Rutherford Wine Company

Rutherford Wine Company offers a portfolio of wines representing the rich diversity of California's outstanding appellations. The family-owned and managed company is based in Napa Valley's Rutherford District - one of the region's most renowned sub-appellations. The winery and estate vineyards are certified sustainable by the California Sustainable Winegrowing Alliance. The critically acclaimed wines have been characterized as one of Napa's great values by noted wine writer Robert Parker.

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For more information visit www.rutherfordwine.com or call 707.968.3200

