



FOR IMMEDIATE RELEASE
August 29, 2011

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DFV WINES UNVEILS DELICATO'S NEW LOOK
Traditional Package Evolves to Fresh and Retro-Contemporary

Napa, CA – DFV Wines is re-launching the traditionally packaged Delicato brand into a new, modern package called Domino. The change marks a larger shift toward innovation at DFV Wines, and reflects the company's steady growth over three generations. Founded in 1924, DFV Wines has consistently grown quality wine grapes and produced premium wines at affordable prices, but as consumers gravitate toward more contemporary brands, the Indelicato family felt that the time was right to refresh Delicato's packaging and positioning. Domino offers the same consistent value in a fresh, updated package, which speaks to the spirit of this forward-thinking company.

"We knew we had to re-package and re-position the Delicato brand in order to remain competitive," explained Chris Indelicato, CEO of DFV Wines. "Once we determined that the growth of this segment is coming from contemporary brands, the decision was made to move away from our current traditional package to a more modern style."

When deciding which contemporary style to explore for the new package, the DFV Wines' marketing team found a retro, yet contemporary style had become widespread in today's popular culture. Chris Indelicato explained, "We could see that this retro-contemporary style has been playing a prominent role in television, interior design etc. This style has a timeless quality, and we believe it aligns well with our new brand positioning."

In order to stay relevant with consumers, the new package must appeal to the two most significant wine consuming demographics today – Millennials and Baby Boomers. Millennials continue to drive new growth in wine sales and because they view wine as a part of everyday life, they are consistently searching for something new. Baby boomers, the target consumer of the current Delicato brand, are tiring of the same brands, tend to purchase what is reasonably priced and are also willing to switch brands for value. Both demographics are equally important to the value wine segment and Domino's retro-contemporary package will resonate with these two critical consumer groups.

Domino wines will be distributed nationally in both retail and on-premise accounts beginning September 2011. The suggested retail price for the 750ml format is \$6.99 and the 1.5L format is \$11.99.

ABOUT Domino

Domino is crafted by DFV Wines, 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. DFV Wines is steadfastly committed to crafting and representing wines of the highest quality produced in accordance with sustainable winegrowing practices. DFV Wines is America's fastest growing top 15 wine producer with revenue growing by 38% over the past year according to Nielsen (Total US Food, Drug & Liquor, 26 weeks ending 7/23/11). Domino, launched in 2011, produces premium California wine in the 750ml and 1.5L formats and offers seven popular California varietals: Chardonnay, Cabernet Sauvignon, Merlot, Pinot Grigio, Moscato, Shiraz and White Zinfandel. For more information about Domino, visit www.dominowines.com or find Domino on Facebook at www.facebook.com/DominoWines.