



FOR IMMEDIATE RELEASE

March 24, 2010

DFV Wines Continues Hot Streak: Third Generation California Winery Brings Home Three Impact Hot Brand Awards

Napa, CA – DFV Wines, a family-owned California winery, is proud to announce that leading industry publication *Impact Databank* has named three of its wine brands, Gnarly Head, Bota Box and Twisted as 2009 Hot Brands. This is the third consecutive Hot Brand Award for Gnarly Head, the second for premium bag-in-box wine brand, Bota Box, and represents Twisted's first showing.

Domestic wine brands must meet the following criteria to qualify as *Impact* Hot Brands: established brands with double-digit growth each year in 2007, 2008 and 2009 and a minimum volume requirement of 200,000 cases.

"Even though 2009 will be remembered as a tough year for the wine industry as a whole, DFV Wines maintained its momentum by continuing to craft high quality wines that consistently over-deliver," said Chris Indelicato, CEO and President, DFV Wines. "As a family owned and operated company, we're proud that consumers, retailers, restaurateurs and wholesalers look to DFV Wines for quality wines and we're grateful for their continued support."

Marvin Shanken, editor of *Impact*, *Wine Spectator*, *Market Watch*, *Food Arts* and *Cigar Aficionado*, will present DFV Wines' CEO Chris Indelicato with the Hot Brand awards at the upcoming Wine & Spirits Wholesalers Association convention in Las Vegas on April 7, 2010.

ABOUT DFV WINES

DFV Wines is a family-owned winery with 86 years of experience in California winemaking and winegrowing. Three generations of the Indelicato family have overseen vineyard operations and winemaking at their California properties and today the company is led by CEO and President, Chris Indelicato. DFV Wines is steadfastly committed to crafting and representing wines of the highest quality produced in accordance with sustainable winegrowing practices. The DFV Wines' brand portfolio includes Gnarly Head, 337/181, Bota Box, Brazin, Irony, Loredona, Twisted and Delicato. In addition, DFV Wines is the exclusive U.S. importer of Bodegas Baigorri of Rioja, Spain.

CONTACT

Holly Evans, Director of Public Relations
DFV WINES
707-265-1715
hevans@dfwines.com