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DELICATO FAMILY VINEYARDS DITCHES CORK

Napa, Calif. -- Delicato Family Vineyards, the California winery responsible for consumer-friendly brands Monterra, Night Owl, Clay Station, King Fish, Encore and Irony, has eliminated the use of traditional cork for its entire portfolio.

"Everyone in the wine industry knows that traditional corks will make five to eight percent of wines taste and smell bad," said Chris Indelicato, CEO. "When consumers taste a 'corked' wine, they don't always realize that the cork is the problem - they just assume that they don't like that wine or that varietal. Delicato brands are made for people to like, and the best way to make people like your wine is to make sure it always tastes good. It was a pretty simple decision when we looked at it that way."

Delicato Family Vineyards is no stranger to packaging innovation. The three-liter Bota Box, the premium wine in a box that makes up a good portion of the Delicato Family Vineyards brand, has resonated with consumers and revitalized the box wine category. Bota Box holds the equivalent of four 750ml bottles, keeping the wine fresh for up to 45 days after opening.

"Like the Bota Box, putting our brands in synthetic cork and screwcaps was about quality," said Indelicato. "Consumers demand better wines at accessible prices, and Delicato brands are uniquely suited to find innovative ways of providing consistent quality."

The Indelicato Family, founders and owners of Delicato Family Vineyards, has farmed premium vineyards in California for over eighty years. Delicato Family Vineyards is also recognized for its innovative packaging - it has eliminated the use of traditional corks entirely and is a leader in putting award-winning wine into a three-liter Bota Box. Known for creating consumer-friendly brands that over-deliver on price, Delicato Family Vineyards brands include Monterra, Night Owl, Clay Station, King Fish, Encore, Irony and Delicato Family Vineyards.

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