

WOODBIDGE

by ROBERT MONDAVI

FOR IMMEDIATE RELEASE

Media Contacts: Stephanie Evans
Folsom & Associates
415-978-9909 tel.
stephanie@folsomandassociates.com

Anne Baker-Siegel
Constellation Wines US
707-967-2111 tel.
anne.baker-siegel@cwine.com

WOODBIDGE BY ROBERT MONDAVI INTRODUCES BRUT SPARKLING WINE

New Release Offers Affordable Luxury in Time for Summer Celebrations

Woodbridge, Calif. (April 28, 2010) — *Woodbridge by Robert Mondavi* is excited to introduce a bubbly new addition to the Woodbridge family with the launch of a California Brut Sparkling Wine. The release will mark the first time in brand history that a sparkling wine has been added to the extensive Woodbridge portfolio. After more than 30 years as an industry leader, Woodbridge has plenty of reasons to celebrate, but the creation of Brut Sparkling honors Robert Mondavi's belief that great wine was not just for special occasions. At less than \$10 a bottle, Woodbridge Brut Sparkling Wine is an affordable luxury that can be enjoyed every day.

Woodbridge by Robert Mondavi Brut Sparkling Wine uses the Charmat method to create a Blanc de Blanc sparkling wine with Chardonnay grapes harvested early in the season to retain their liveliness. Primary fermentation takes place at low temperatures in stainless steel tanks to encourage the extraction of fruit and floral characteristics. The wine then undergoes a secondary fermentation for 3-5 weeks in small pressurized tanks to produce its distinguishing sparkle by introducing specially selected yeast from the Champagne region of France to the base blend. The sparkling wine is then aged *sur lie* for 1-2 months to give it its distinct flavor profile. Prior to bottling, a final *dosage* of sugar is added to balance the wine within the Brut level of sweetness (typically between 0 and 15 g/l of residual sugar.)

Woodbridge by Robert Mondavi Brut Sparkling Wine displays green apple, ripe pear, and bright citrus notes with a toasty finish. "Our Brut Sparkling is an extremely versatile wine and matches well with a wide variety of food from salty snacks and appetizers to light entrées and fruit-based desserts," notes Todd Ziemann, Director of Winemaking at Woodbridge Winery. For summer celebrations such as weddings, graduations, or 4th of July picnics, Todd recommends pairing it with grilled oysters, crispy fried chicken, or strawberry shortcake.

The launch of *Woodbridge by Robert Mondavi* Brut Sparkling coincides with a shift in consumer spending to sparkling wines at a lower price point. At 38.5% dollar share, Premium Sparkling is the largest segment in the domestic Sparkling Wine category, growing at a rate of +8.8% over the previous year. This is in stark contrast to the Luxury segment, which has experienced a 7.3% decline during the same period.¹

“In these challenging economic times, consumers are seeking out quality wines at an affordable price. *Woodbridge by Robert Mondavi* Brut Sparkling Wine is an affordable luxury, delivering great value from a trusted name,” says Stefanie Jackel, Director of Marketing. “Robert Mondavi said, ‘*Wine to me is all about sharing,*’ and our sparkling wine is perfect for sharing with family and friends to celebrate life’s events as well as the joy of every day.”

The *Woodbridge by Robert Mondavi* Brut Sparkling Wine will be available nationally beginning June 1, 2010. The suggested retail price for 750 ml is \$9.99.

About Woodbridge by Robert Mondavi

Robert Mondavi founded Woodbridge Winery near his boyhood home in Lodi, California, to encourage a growing wine culture in the U.S. by making quality wines that could be enjoyed by Americans as part of daily life. Combining traditional winemaking with state-of-the-art innovation, Woodbridge by Robert Mondavi raised the standard for everyday wines in America, and has become one of America’s most loved wines. Woodbridge by Robert Mondavi is distributed by Constellation Wines U.S. - the largest wine company in the U.S. based upon sales dollar value, and an operating division of Constellation Brands, Inc., a leading international producer and marketer of beverage alcohol in the wine, spirits and imported beer categories. For more about Woodbridge by Robert Mondavi, including food and wine pairings and recipes ideas, please visit www.robertmondavi.com.

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¹ IRI Total U.S. Food & Drug, Dollar Sales, Premium SPK Category, 52 weeks ending January 3, 2010