

WOODBIDGE

by ROBERT MONDAVI

FOR IMMEDIATE RELEASE

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WOODBIDGE BY ROBERT MONDAVI INTRODUCES NEW EXTRA DRY SPARKLING WINE

New Release Offers Stylish, Lightly Sweet Sparkler for Everyday Celebrations

Woodbridge, Calif. (March 28, 2011) — Fast on the heels of the successful launch of its first sparkling wine, *Woodbridge by Robert Mondavi* announces another exciting introduction: Woodbridge Extra Dry Sparkling Wine. Aimed at wine drinkers who enjoy a lightly sweet style of wine, Woodbridge Extra Dry offers flexibility and choice for the increasing pool of consumers searching for a dependable, domestic sparkling wine at an affordable price.

Woodbridge by Robert Mondavi Extra Dry displays ripe Golden Delicious apple, luscious pear, and bright citrus notes with a creamy finish. With a hint of sweetness, it will appeal to consumers who wish to enjoy quality sparkling wine at an everyday price. “Robert Mondavi believed that wine was not just for special occasions,” said Stefanie Jackel, Director of Marketing for Woodbridge by Robert Mondavi. “At a suggested retail price of less than \$10 a bottle, Woodbridge Extra Dry Sparkling Wine is an affordable luxury that can be enjoyed every day— for occasions big and small.”

The launch of *Woodbridge by Robert Mondavi* Extra Dry Sparkling coincides with a shift in consumer spending to sparkling wines at a lower price point. At forty percent of the dollar share, Premium Sparkling is the largest segment in the domestic Sparkling Wine category, growing at a rate of +7.3% over the previous year. Extra Dry accounts for twenty-one percent of the Domestic category, making it the most popular style after Brut.¹

Woodbridge Extra Dry is made from Chardonnay grapes that were harvested early in the season to retain their bright flavor and natural acidity. Specially selected yeast from Champagne, France, is added during secondary fermentation, resulting in the wine’s distinguishing effervescence. Sparkling wines that are labeled “Extra Dry” are in fact

¹ IRI Total U.S. Food & Drug, Dollar Sales, Premium SPK Category, 52 weeks ending January 2, 2011

slightly sweeter than their Brut counterparts, owing to a higher degree of residual sugar in the finished wine.

“Woodbridge sparkling wines are ideal for enjoying with simple, unfussy foods,” notes Woodbridge by Robert Mondavi Winemaker Todd Ziemann. “With a hint more sugar, the Extra Dry is perfectly suited for Asian food, wedding cake, and rich, creamy cheeses served with dried fruits and nuts.”

The *Woodbridge by Robert Mondavi Extra Dry Sparkling Wine* will be available nationally beginning in April 2011. 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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