

blüfeld

**Constellation Wines U.S. Launches blüfeld Riesling from
Germany's Top Wine Region**
Medium Sweet Riesling from the Mosel Valley in Stylish Blue Bottle

SAN FRANCISCO, Calif. – June 1, 2010 – Constellation Wines U.S. announces the launch of blüfeld, a medium sweet Riesling from the Mosel Valley—Germany's most prestigious wine region. Mosel Riesling is internationally renowned as a refreshing, fragrant and elegant wine that sets the standard for Riesling worldwide. Sourced from an exclusive group of top Mosel growers, blüfeld continues Constellation's commitment to offer high-quality wine at an attractive price (\$10.99) and is available nationally from June 1st.

Named for the blue slate that underlies the world-renowned vineyards of the Mosel, blüfeld is quintessential Riesling. Mosel Riesling has been prized for centuries, with its popularity amongst wine consumers growing sharply in recent years. The Riesling renaissance is underway as new generations of wine lovers discover Riesling's unique ability to balance moderate sweetness with acidity.

Rebecca Stead, Marketing Manager for blüfeld, comments that, "we saw the rising consumer demand for quality German Riesling from a known region and made the decision to create a truly phenomenal wine at an approachable price. With our ongoing focus on innovation, Constellation Wines U.S. is excited to introduce blüfeld Riesling to our customers." In the highly competitive super-premium category, the imported Riesling segment grew by 9.1 percent in dollar sales in the 52 weeks ending April 18, 2010. By comparison, Pinot Grigio grew by 2.8 percent and Chardonnay grew by a mere 2.7 percent. German Riesling accounts for 92 percent of Riesling imports in the super-premium segment (*Source: IRI Scan Data, Total US Food & Drug, 52 weeks / April 18, 2010).

blüfeld is the first German wine to be released by Constellation Wines U.S. and is the creation of Group Winemaker, Alejandro Wainer. Wainer worked with a select group of Mosel growers to craft a wine that clearly expresses the special characters of the region at a very competitive price. In accordance with the German system for wine classification, blüfeld joins a distinct group of wines to be qualified as QbA (Qualitätswein bestimmter Anbaugebiete); a qualification that is intended to recognize those wines that meet a specific quality standard and show clear regional attributes.

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Riesling can be made in a range of styles from completely dry to sweet dessert wines. blüfeld falls in the middle spectrum with a designation of medium-sweet on the scale developed by the International Riesling Foundation to help consumers navigate the wide range of options. According to Wainer, “blüfeld’s flavor profile makes it a great partner for many foods, from salads to smoked or salty foods (ham, smoked trout, etc.) or for simple grilled white meats.” Wainer also adds that “the sweet-acid balance makes blüfeld a perfect partner for spicy cuisines that may challenge drier wines. This is a perfect choice for Chinese or Thai dishes—all at a great price.”

blüfeld’s distinctive tall, blue bottle evokes the blue slate of the Mosel and adds to the wine’s appeal on the shelf. The decorative pattern on the bottle calls to mind the slate of the vineyards and also the white flower petals that often characterize the aromas of Mosel Riesling. blüfeld is made for pleasure and ease of enjoyment with a screw-cap closure that preserves the wines aromatics and makes this a wine to enjoy anytime, anywhere.

For more information about blüfeld, please visit www.blufeldwines.com.

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About Constellation Wines U.S.

Constellation Wines U.S. (CWUS) is the largest wine company in the U.S. based upon sales dollar value. The portfolio includes such brands as Woodbridge by Robert Mondavi, Clos du Bois, Robert Mondavi Private Selection, Blackstone, Ravenswood, Robert Mondavi Winery, Simi, Estancia, Wild Horse, Arbor Mist and Paul Masson Grande Amber Brandy. CWUS and Vincor Canada comprise Constellation Wines North America, a division of Constellation Brands, Inc., a leading international producer and marketer of beverage alcohol in the wine, spirits and imported beer categories.

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