

NEWS - For Immediate Release

April 22, 2010

Panther Rock Wine Company Releases Organic Value Wine on Earth Day New Wine Company Makes Green Wine Affordable

(NAPA, Calif.) – **CottonWood Creek Cellars**, a new value wine brand made with certified organic grapes, has been released on the 40th Anniversary of Earth Day today. Produced by **Panther Rock Wine Company**, this first release, a white table wine from California, is made with 100% certified organic grapes and retails nationally for a NSRP of **\$6.99**.

CottonWood Creek Cellars has a keen environmental and green focus from the vineyard to the wine to the packaging, featuring:

- Wine made with CCOF Certified Organic Grapes
- Lightweight Wine Bottles from St. Gobain (reduces carbon footprint)
- Natural Recyclable Cork
- Recycled Paper Wine Labels
- Soy Ink Printing on All Packaging
- Non-bleached, Kraft Natural Case Shippers

“Our first release from CottonWood Creek Cellars is a 2009 White Table Wine made with organic grapes,” said **Winemaker John Allbaugh**, “It’s an approachable, light-colored wine with fruit aromas that mingle floral notes. It is an exceptionally food-friendly wine that shows rich, fresh fruit and ends with an elegant finish.”

Just as Earth Day was established in 1970 to inspire awareness and appreciation for the earth’s environment, **CottonWood Creek Cellars** makes environmentally-friendly wines created to compliment the earth’s bounty.

Panther Rock Company is owned by the fourth generation of the **Franzia** family, which has made wine in California for more than 110 years. **Panther Rock Wine Company** and the Franzia family have **no relationship** to Franzia brand boxed wine. In addition to **CottonWood Creek Cellars**, **Panther Rock Wine Company** also produces the award-winning wine brands **Motos Liberty**, **Masked Rider** and **Wild Hare**. For more information call **(707) 265-4060** or go to www.cottonwoodcreekcellars.com.

CottonWood Creek Cellars is *Marketed by* Domaine Napa Wine Company, 707-265-4060

Web: www.domainenapa.com **Email:** info@domainenapa.com

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NOTE: Samples for qualified journalists are available upon request.
NSRP = National Suggested Retail Price