

FOUR

FOUR PRESS

FOUR has had much early success in the media and has been covered by a number of media outlets via video, blogs, articles and podcast. Check out the great coverage for **FOUR** below.



FOUR WINE COMPANY
100 Stony Point Rd. Ste 235
Santa Rosa, CA 95401
www.fourwinetube.com

Nat'l Sales and Mktg:
Creative Wines International
707-542-2502
www.creativewinesintl.com

VIDEO

The **FOUR** Wine Tube Video News story has appeared on the following news stations with video on their web sites and/or in news broadcasts:

- CBS 2 Chicago: *Wine in a Tube? Don't be a Rubel!*
- WCCO / Minneapolis
- WRFV / Green Bay, WI
- KOVR / Sacramento
- KCAL CBS / Los Angeles
- Newsweek
- The Washington Post
- New York Daily News
- New York Sun
- The Boston Phoenix
- Conde Naste's Portfolio

NEWS, PRESS & PRINT

- CBS 2 Chicago: *Wine in a Tube? Don't be a Rubel!*
- ABC 15 in Phoenix: *Winemakers go green, an open 'tube' to last 30 days?*
- Tony the Wine Guy, New York: *First of its kind on the East Coast! FOUR Premium Wine Tube*
- New York Newsday (Print and Online): *Massapequa: Red Wine, Green Package*

AUDIO & PODCASTS

- Four Brand Manager Larry Leigon interviewed on KCBS Radio Part 1
- Four Brand Manager Larry Leigon Interviewed on KCBS Radio Part 2

BLOGS

- Planet Grape with Master Sommelier Catherine Fallis (November 16, 2008): *Wine in a Tube*

"Wine in a Tube is here. FOUR is the first premium California wine in a large, eco-friendly 3-liter tube. Like a box, it has a tap, and contains the equivalent of 4 bottles (or 24 glasses). Unlike a box, it is premium varietal wine, this first release a medium-bodied, plummy and lightly oaky Cabernet Sauvignon sourced by winemaker Barry Gnekow from Paso Robles, Monterey, and Lodi.

The wine stays fresh for 30 days, and its packaging reduces wine bottle landfill waste by 85%, is 100% recyclable, and has a label produced by windpower. \$40." More information.

- Avenue Vine (October 3, 2008): *Luxury California Wine in a Sleek, Sexy Eco-Friendly Tube*
- Real Women Drink (October 4, 2008): *Real Women Drink Wine: Sexy Wine Tubes* | "While it is really not different from a box, FOUR manages to make it look waaaaaaayyy cooler."
- CBS 2 Chicago Microblog (October, 2008): FOUR was included in CBS Chicago's Twitter Microblog
- YumSugar.com (December 3, 2008): *Happy Hour: Four Wines 2006 Cabernet Sauvignon* | "A good and delightfully drinkable wine— an excellent choice for the eco-conscious wine drinker."

**DON'T BE A SQUARE •
THINK OUTSIDE THE BOX**