



**CUVAISON
ESTATE WINES**

NEWS RELEASE

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FOR IMMEDIATE RELEASE

[Click here for multimedia press release](http://cuvaisoncorkrecycling.mppr.info) or visit <http://cuvaisoncorkrecycling.mppr.info>

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Cuvaizon Estate Wines Kicks Off National Cork Recycling Program at the Food & Wine Classic in Aspen

**Thousands of corks now going to good use—not land fills!
*And more are on their way.***

Napa, CA July 9, 2009 It wasn't just the wines that caused a stir at this year's Food & Wine Classic in Aspen—it was the wine corks!

Napa-based Cuvaizon Estate Wines, long known for its commitment to sustainability, kicked off its nationwide cork recycling program in Aspen by collecting more than 5,000 corks.

"Thanks to the overwhelmingly positive response from 'the Classic' we know we're on to something special," said Cuvaizon President Jay Schuppert. "Once people saw our cork recycling boxes and burlap sacks, they went out of their way to make sure their corks came to us instead of the garbage. We kept hearing 'it's about time' and 'great idea' – we couldn't be more pleased."

All of the corks collected will be shipped to Yemm & Hart, a recycling company that converts cork into self-sustaining products. Natural cork is 100 percent recyclable and can be turned into useful everyday products such as flooring tile, building insulation, shoe soles, fishing rod handles, bulletin boards and even soil conditioners.

Schuppert and Cuvaizon Winemaker Steve Rogstad will be attending many of the top food and wine events throughout the year to collect corks and continue educating the public and industry about cork recycling and its benefits. Custom-designed recycling boxes produced by Cuvaizon will be placed throughout each event. Key restaurants are also lending their support by displaying the Cuvaizon recycling boxes and collecting natural corks.

"At Cuvaizon we're concerned about climate change and we feel compelled to do what we can to reduce the winery's impact on our environment," said Schuppert. "Going solar and being certified Napa Green are the most visual and obvious initiatives, but that's just a start. We continue to look into the little but significant ways of creating change within our own organization and through grassroots networks with our staff, families and friends."

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more



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Terlato Wines International is the national sales and marketing agent for Cuvaison Estate Wines

ABOUT TERLATO WINES INTERNATIONAL

Terlato Wines International has a global portfolio of 50 brands from a host of world-class wine producers and presently markets more than one out of eight bottles of wine over \$14 sold in America. Terlato, with more 90+ ratings than any wine company in the world, is the flagship company of the Terlato Wine Group, the parent company of several independent businesses specializing in the marketing and production of exceptional wines. Owned and operated by the Terlato family, the Group also includes the family's winery investments and partnerships in some of the world's most esteemed wine regions, including: Napa Valley; Sonoma County; Santa Barbara County; Victoria, Australia; the Rhône Valley in France; and Montalcino, Italy.

The Terlato Wines International portfolio of brands includes: Napa Valley: Brandlin, Chimney Rock, Cuvaison Estate Wines, Luke Donald Collection, Markham Vineyards, Rutherford Hill, Tangle Oaks, Terlato Family Vineyards and Two Hands – Napa Valley; Sonoma County: Alderbrook, Hanna, Hideaway Creek, Rochioli and Terlato Family Vineyards; Santa Barbara County: Sanford and Tangle Oaks; California Appellation: Glass Mountain and Seven Daughters; Oregon: Sokol Blosser; Italy: Baglio di Pianetto, Ca' del Bosco, Ca' Marcanda (Gaja Toscana), Florio Martinez Marsala, Gaja, Il Poggione, Kettmeir, MAZZONI (Toscana), Santa Margherita, Tiramisú, Torresella and Distillatori Nonino (Grappa); France: Champagne Bollinger, M. Chapoutier, Domaine Chanson, Jostmeyer, Langlois-Chateau and Mischief and Mayhem; Australia: Domaine Terlato & Chapoutier, Domaine Tournon and Two Hands; Argentina: Tamari; Canada: Peller Estates Icewine; Greece: Boutari; New Zealand: Wairau River; South Africa: Anthonij Rupert, Cirrus, Guardian Peak, Engelbrecht-Els, Ernie Els Signature and Rust En Vrede; Spain: Olvena; Switzerland: Xellent Swiss Vodka.; Japan: Shimizu-No-Mai Sake.

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