



FOR IMMEDIATE RELEASE
June 27, 2016

Media and sample contact: Jo Diaz
(707) 620-0788
jo@diaz-communications.com

Oak Grove Family Reserve *Newly Released Wines*

Alamo, CA – Since 1999, Oak Grove Family Reserve Wine has become a trusted name for its quality varietal wines. Synonymous with incomparable value with each variety, Oak Grove Family Reserve continues to receive critical acclaim as a Best Buy or a Best Value. We deliver the highest quality wine available for each variety, in our respective price category.

Now, being step in step with a recent Nielson market research report, we're releasing our **2014 Oak Grove Family Winemaker's Red Reserve**. It's a blend of 50 percent Zinfandel, with the other 50 percent coming from Cabernet Sauvignon and Petite Sirah.

Some recent Nielsen ratings prove that Oak Grove has been on track for a very long time, and ahead of the curve with Millennials:

- In 2015, the youngest Millennials hit their legal drinking age
- Women control \$4.3 trillion of the \$5.9 trillion in U.S. consumer spending
- Women account for 85% of all consumer purchases
- Wine is winning with women by 57%, versus their male counterparts at 43%

And, these are the most important factors, as regards Oak Grove wines:

- Millennials already drive market segments with
 - Red wine blends, sparkling, sweeter, some imports, anything new
- Degree of interest by variety and wine label type
 - Highest degree of interest for traditional/classic/sophisticated
 - 46 percent most intrigues (see chart for more details)

Continued...

It's with great pleasure that these wines are crafted for consumers who want a great, affordably priced wine, from a true family focused on those needs.

Newly Released Whites Wines

- 2015 Oak Grove Reserve Pinot Grigio ~ \$8.99 SRP
- 2015 Oak Grove Reserve Sauvignon Blanc ~ \$8.99 SRP
- 2015 Oak Grove Reserve Chardonnay ~ \$8.99 SRP
- 2015 Oak Grove Reserve Viognier ~ \$8.99 SRP

Newly Released Red Wines

- 2014 Oak Grove Reserve Cabernet Sauvignon ~ \$8.99 SRP
- 2014 Oak Grove Reserve Merlot ~ \$8.99 SRP
- 2014 Oak Grove Reserve Petite Sirah ~ \$8.99 SRP
- 2014 Oak Grove Reserve Zinfandel ~ \$8.99 SRP
- 2014 Oak Grove Reserve Shiraz ~ \$8.99 SRP

New Addition to the Family

- **2014 Oak Grove Family Reserve Red Blend ~ \$8.99 SRP**

If you have any questions or would like samples any of this newly released wine, please contact jo@diaz-communications.com, or by calling Jo at [707] 620-0788.

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