



PRECEPT BRANDS

FOR IMMEDIATE RELEASE
May 9, 2005

Press Contact: Lilah Ostmann
lilaho@preceptbrands.com (206) 267-5297

Precept Brands Thinks ‘Out of the Box’ with Launch of New Premium Cask Wines
Wine Company Continues Its Commitment to New Packaging Innovation

Seattle, Wash. –Too often, wine drinkers have been faced with the dilemma of throwing out significant quantities of wine due to a rapid decline in flavor just a few days after opening; just as many have opened a bottle only to find it to be “corked” and undrinkable. Today, Precept Brands, Washington’s fastest growing wine company, offers a solution to these problems with the expansion of their line of premium 3L cask varietals. Previously limited to the Washington State brand Washington Hills, the new line will include varieties from Avery Lane, also from Washington State, and El Paseo from Spain.

Cask or “boxed wines”, as they are often referred to, are one of the fastest growing market segments in the business, according to industry analysts Gomberg, Fredrikson & Associates. In fact, sales of 3L casks are skyrocketing in the marketplace with an average of 33 percent annual growth according to AC Nielsen. Compare this with the sluggish two percent annual growth of the old-fashioned 5L boxes that gave cardboard-packed wine a bad name and it is clear that consumers are demanding excellent quality in their wine as well as the convenience and value of buying in boxes.

“At Precept Brands we are getting behind this new category in a big way because it offers significant advantages for the consumer,” said CEO Andrew Browne. “Casks allow people to start thinking of wine as an everyday beverage to be enjoyed with meals, rather than saving it for a special occasion.”

Cask wines boast many advantages in quality and value over the traditional bottle. The 3L cask package features a “bag-in-box” packaging technique in which wine is poured out of the spigot and the plastic collapses around the wine as the bag empties. This approach ensures less contact with air and guarantees that wine will stay fresh for 30 days after opening. In addition to added freshness, cask wines are perfectly suited for an active lifestyle, traveling well and eliminating the need for a corkscrew. Not to mention, the compact package won’t shatter the way a bottle might.

“We thrive to be at the forefront of packaging innovation and this option offers tremendous benefits from a marketing perspective,” said Alexandra Ootkin, VP of Marketing for Precept Brands. “Traditional wine labels allow for only minimal communication with the consumer. The increased surface area on the casks allows us to include more information about the wines, their regions, and ideal food pairings.”

Precept Brand’s cask varieties offer considerable savings versus a 750 mL bottle for everyday consumption. Each 3L cask holds 4 bottles of wine and retails for \$16- \$20. Varietals offered in the cask by Avery Lane include Chardonnay, Merlot, Glacier White and Red Blend; Washington Hills offers Chardonnay, Merlot, Rainier Red and Rainier White varietals; and El Paseo offers Valencia Red and Valencia White with a new Sangria variety launching this summer.

About Precept Brands

Precept Brands was founded in 2003 by former Corus Brands CEO Andrew Browne and a team of industry veterans. The company offers a diverse portfolio of domestic and international wines across a wide range of category growth segments. It is dedicated to producing exceptional quality wines in each price segment where it does business and to developing brands with strong market position and personality. For more information visit www.preceptbrands.com.

###