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AVALON WINERY FIRST IN U.S. TO USE NOMACORC'S NEW PLANT-BASED CLOSURE

Avalon to Use Nomacorc's Select® Bio Zero Carbon Closure in Flagship CAB Brand

ZEBULON, N.C. (June 26, 2014) – [Nomacorc](#), one of the world's leading producers of wine closures, is pleased to announce that Sonoma County-based [Avalon Winery](#) is the first United States winery to use Nomacorc's new plant-based [Select® Bio](#), a zero carbon footprint wine closure. This sustainable closure, made with renewable, plant-based biopolymers derived from sugar cane, will be used in Avalon's wines, beginning with the 2012 vintage of their flagship California "CAB."

Avalon, a respected wine brand that specializes in Cabernet Sauvignon, is dedicated to delivering quality-driven wines with great value. In addition to quality, the company places a strong emphasis on sustainability. Located on the site of a historic apple cannery, the Avalon Winery has led the industry with many environmentally sustainable practices, including the first-of-its-kind 232kw solar cogeneration system installed in 2010, rainwater catchment and diversion to safeguard the nearby Graton salmon spawning reserve, water efficiency upgrades and careful carbon management.

"We've striven to minimize our carbon footprint in all that we do - in the winery, in the vineyard and in our community," said Lisa Ehrlich, Executive Vice President, Marketing of Purple Wine Company. "Our next step was to implement sustainable solutions and practices into our packaging. Nomacorc's Select Bio closure is a perfect choice for our California CAB as it combines quality performance and environmental benefits," continued Ehrlich.

As the first U.S. winery to use Select Bio, Avalon hopes to set an example for other wineries seeking more environmentally friendly packaging solutions. Lars von Kantzow, President and CEO of Nomacorc stated, "Avalon is a very well-respected winery that provides quality Cabernet Sauvignon at a value that consumers can enjoy often. We are proud they are the first U.S.-based Select Bio customer and applaud their leadership in winemaking and sustainability, paving the way for other sustainability-focused wineries."

Nomacorc's Select Bio closure is the world's first zero carbon footprint wine closure. It mirrors the same oxygen management performance as Nomacorc's innovative Select Series closures, which can precisely control the oxygen transmission through the

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closure and help prevent oxygen-related wine faults, such as oxidation and reduction. In addition, Select Bio, like all Nomacorc closures, is fully recyclable (Resin Identification Code 4) and is TCA-free.

“Since its inception, Nomacorc has been focused on creating better wine closures that protect wine and improve overall quality,” said Dr. Olav Aagaard, Nomacorc’s principal scientist. “Select Bio is a true reflection of our drive for innovation, and we are excited to offer wineries a closure that is both reliable and sustainable,” continued Aagaard.

Sourced from grapes grown in selected vineyards throughout California (including Napa Valley, Lodi, and Paso Robles), the 2012 Avalon CAB is a blend of 76% Cabernet Sauvignon, 13% Syrah, 7% Zinfandel and 4% Merlot. Avalon CAB is nationally distributed at a suggested retail price of \$12.

Bottling with Select Bio closures will begin in July and by year-end, all Avalon CAB wines will contain Nomacorc’s Select Bio plant-based closure. The closure, which was recently awarded Best Green Launch at *The Drinks Business* Green Awards, is now commercially available in both the United States and in Europe.

For more information on Select Bio and its carbon credentials, visit <http://www.nomacorc.com/wine-closure-select-bio.php>.

About Nomacorc

Nomacorc is a worldwide leader in wine closures and the No. 1 closure brand for still wines in many countries including France, Germany and the United States. Dedicated to technological innovation, Nomacorc manufactures its portfolio of products using a patented co-extrusion process. As a result, Nomacorc closures provide consistent, predictable oxygen management and protect against off-flavors due to oxidation, reduction or cork taint. Nomacorc’s 100 percent recyclable products are available through a vast network of distributors and sales agents on six continents. With nearly 500 employees worldwide and state-of-the-art manufacturing facilities in the United States, Belgium, China and Argentina, Nomacorc produces more than 2 billion closures annually. Working with renowned wine research institutes worldwide, the company leads the wine closure industry in fundamental and applied research into oxygen management in wine. For more information, visit nomacorc.com or follow Nomacorc on [Twitter](#) (@Nomacorc) and [Facebook](#) (Nomacorc).

About Avalon Winery

Avalon Winery, located in the town of Graton in Sonoma County, California, produces top selling wines recognized for outstanding quality and food friendly style. Avalon specializes in Cabernet Sauvignon including a Napa Valley bottling and the winery’s flagship California “CAB” Cabernet Sauvignon. The wines are part of the Purple Wine Company portfolio of brands that include: Four Vines, BEX, Cryptic and Alto Cinco. Avalon was recently named a “Hot Prospect” brand by M. Shanken’s *Impact* Newsletter

for 2012, tracking the most promising wine and spirits growth brands in the marketplace. For more information, visit avalonwinery.com or like Avalon on [Facebook](#).

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