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## **CALIFORNIA NATURAL PRODUCTS INTRODUCES CALNATURALE CHARDONNAY**

*CalNaturale™ Offers First and Only California Chardonnay Made with Certified Organically-Grown Grapes to be Available in Environmentally Friendly Tetra Pak Carton*

LATHROP, Calif. (April 28, 2010)—California Natural Products, a cutting-edge manufacturer and custom packer for some of California’s leading premium wine producers and the largest wineries in the world, today announced the launch of its very own CalNaturale Chardonnay, a refreshing premium wine made with organically-grown grapes from Mendocino, Calif., and available in an environmentally friendly and convenient Tetra Pak flexible packaging. CalNaturale Chardonnay is the second offering from the company’s first-ever wine brand, CalNaturale, which launched in late summer 2009 with an award-winning Cabernet Sauvignon varietal.

“Our new Chardonnay is well-balanced with a hint of vanilla from lightly toasted oak,” explained Heather Pyle, winemaker for CalNaturale. “What really makes this all-natural wine exceptional is that the quality and taste are equally as appealing as the fact that the Tetra Pak carton it comes in has half the carbon footprint of wines in glass bottles.”

Along with its eco-friendly benefits, CalNaturale Chardonnay has aromas and taste of ripe apples, pear and a hint of citrus, making it a perfect wine for outdoor summer occasions. The convenient packaging is lightweight, unbreakable and completely re-closeable, presenting consumers an ideal option to enjoy outdoors or take on the go.

The new Chardonnay varietal joins the company’s award-winning CalNaturale Cabernet Sauvignon in allowing wine enthusiasts the opportunity to discover and appreciate premium wine and unparalleled taste in a portable, environmentally-friendly package.

“Our CalNaturale wines are the first and only California wines made from certified organically-grown grapes to be available in an environmentally friendly Tetra Pak packaging, which is a huge accomplishment in this industry,” continued Pyle. “We are proud to be a pioneer and to also break the taste barrier associated with other organic and boxed wines.”

CalNaturale Cabernet Sauvignon is a voluptuous and full-bodied, yet very approachable, wine made from grapes of the highly acclaimed Paso Robles Appellation, which delivers rich and intriguing flavors of berry fruits and the intense aromas of spicy black currants, with a hint of French oak.

Both CalNaturale Cabernet Sauvignon and Chardonnay wines are available in two sizes, 500 ML and 1 liter cartons, and are offered at an outstanding value, \$6.99 and \$12.99, respectively.

Founded in 1980, California Natural Products has manufactured more than 150 foods and beverages for the natural industry's most recognized brands. Its portfolio includes a broad range of wine, rice and soy beverages, nutritional drinks, soups, broths and teas.

### **About CalNaturale**

CalNaturale is the first-ever national consumer brand launch from California Natural Products, a leading all-natural food company whose mission is to improve the health and wellness of consumers by offering better tasting, nourishing and convenient foods at a great value, without compromising on quality or the environment. CalNaturale Cabernet Sauvignon and Chardonnay wines are the first and only California wines made from certified organically-grown grapes to be available in Tetra-Pak flexible packaging. CalNaturale wine is convenient and environmentally friendly, utilizing less than half the greenhouse gases, waste and energy in production and transportation. Both varietals are available in natural food stores, including Whole Foods Markets, in selected regions across the country. For more information, please visit [www.calnaturalewine.com](http://www.calnaturalewine.com).

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