



SEBEKA® WINES NAMED MARKET WATCH'S "BEST NEW WINE PRODUCT" FOR 2008

South African Wine Import Receives Top Honors from Industry Leaders

Hayward, CA, October 2008 - Sebeka Wines of South Africa has been named "Best New Wine Product" of 2008 in *Market Watch's* annual "Leaders Choice Awards." Selected by the beverage alcohol industry's most powerful retail Leaders— a group made up of more than 200 store owners whose combined annual revenues exceed \$10 billion – Sebeka Wines was recognized for impressive growth in its inaugural year.

*"In its first year on the U.S. market, E&J Gallo Winery's Sebeka rose to become the largest-selling South African wine brand in the United States, reaching 200,000 nine-liter cases...Winemaker Andries Blake aims to showcase the 350-year heritage of South African winemaking with Sebeka, while also appealing to the modern American palates. Accordingly, Blake creates approachable wines by striking a balance between the intense flavors of South African fruit."*¹

"We are honored to receive this recognition from *Market Watch's* industry leaders," said Diego LoPrete, Brand Manager for Sebeka Wines. "It has been gratifying to see the positive response to Sebeka Wines by not only the industry, but by American wine consumers as well."

The "Leaders Choice Award" is the latest in a growing list of accolades Sebeka Wines has received since its launch in March 2007. This month, Sebeka wines also received the "IMPACT Hot Prospect Award" from Impact Global. In addition, the brand was named the #1 New Wine Brand in 2007 according to Information Resources Inc. (IRI), the leading global provider of consumer, shopper and market insights for CPG, retail and healthcare industries². Not only has the overall brand performed well, but the wines themselves have also garnered impressive ratings from the industry's most influential wine publications including: 88 pts "Best Buy!" recognitions for the 2007 Shiraz Pinotage "Cape Blend" and Cabernet Pinotage from *Wine Enthusiast* and "Best Buy" for the 2006 Sauvignon Blanc from *USA Today*.

Sebeka's portfolio includes a Shiraz, Chardonnay, Sauvignon Blanc, Cabernet-Pinotage, Shiraz-Pinotage "Cape Blend," and the newest varietal addition, Chenin Blanc "Steen."

Sebeka Wines are imported and distributed by E. & J. Gallo Winery, recently awarded "Importer of the Year" by *Wine Enthusiast*³. Sebeka Wines are available at restaurants and wine retailers nationwide for approximately \$9. For more information on Sebeka Wines, visit www.sebekawines.com.

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¹ "Leaders Choice Awards," *Market Watch* (October, 2008) 120.

² © Information Resources Incorporated, Year 2006 and Year 2007; Total US FD-DG; All Table Wine Brands; Volume Sales. "New Brands" defined as all Table Wine Brand with 1) 0 Volume Sales in 2006, and 2) at least one case sold in 2007.

³ 2007 *Wine Enthusiast Magazine Wine Star Awards* Importer of the Year – E. & J. Gallo