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Mendocino Wineries Join with Amazon.com to Sell Wine

Several wineries from America's Greenest Wine Region, Mendocino County, CA are embracing the opportunity to reach the millions of wine buyers at the newly launched Amazon Wine Marketplace. On November 8 Amazon.com introduced its Wine Marketplace to bring the wines of boutique and not widely distributed wines to its end users. Nearly one dozen Mendocino County wineries are participating with the initial launch of the program.

Fred R. Buonanno owner of Philo Ridge Vineyards commented "The opportunity to reach out to the millions of users of Amazon.com for a small family owned winery like ours can be invaluable to us and to the other wineries from Mendocino that are going to be participating." Other wineries that are participating in the launch of the Amazon Wine Marketplace include Rivino, Albertina Wine Cellars, Barra of Mendocino, Yorkville Cellars, Testa Vineyards, Brutocao Cellars, McFadden, Parducci Wine Cellars and Weibel Family Vineyards and Winery. Martha Barra of Barra of Mendocino said "As a small family owned winery located in rural Mendocino County it is great to be able to reach a variety of Amazon customers who may not have found our wines otherwise"

With today's launch Amazon.com over 500 wines from Mendocino County and its sub-appellations are available for sale online. The new store features easy-to-use shopping tools to help customers explore great wines from Mendocino and other areas and offers access to rich details directly from winemakers, such as tasting notes, recommended food pairings and total case production. Customers can ship up to six bottles of their favorite wine for \$9.99. Shipping will be available to California, Connecticut, Florida, Idaho, Illinois, Iowa, Nebraska, Nevada, North Carolina, Oregon, Washington, Wyoming and the District of Columbia, with more coming soon.

"We are tremendously excited about partnering with Amazon.com to share our collection of family owned estate wines with wine lovers all over the US" is how Aaron Niderost of Brutocao Vineyards and Cellars views the new program. Fred Zmarzly of Albertina Wine Cellars added "I think their program will be a success. With so many customers, Amazon can be a wonderful place for a small winery to get national market coverage"

Mendocino Winegrowers, Inc. (MWI) was instrumental in connecting wineries with Amazon over the last 8 weeks. The organization's mission is to connect Mendocino wineries and vineyards with buyers for grapes and wine. Zac Robinson, a volunteer with MWI, is excited to see Mendocino wineries online: "The Amazon project is a perfect example of how MWI can help local wineries sell more wine." MWI begins operation on August 1, shortly after the Mendocino Winegrape and Wine Commission ceased operation on June 30.

For more information about the new Mendocino WineGrowers, Inc. contact George Lee at leegf@prfrfg.com or Robinson at zac@huschvineyards.com. To learn more about Mendocino wine visit www.mendowine.com.