



For Immediate Release
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A Key Opportunity For A Few... in a climate of over-production

Glen Ellen, CA – Due to the immediate success of his newly launched brand, Charles Creek Vineyard proprietor Bill Brinton announces his projected case-volume-growth for the next three years. (In 2002, less than 1,600 cases of wine were produced, of which very few remain unsold.)

- 2003 – 7500 cases
- 2004 – 14,000 cases
- 2005 – 28,000 cases

According to Brinton, “We’ll do this with an increased emphasis in marketing and public relations, as well as hiring additional sales management and sales representative personnel. Additionally, we’re planning to stay with our established line-up of Charles Creek’s award-winning varietals.”

- Chardonnay
- Merlot
- Cabernet Sauvignon.

Because of Brinton’s **commitment of quality-to-value ratio**, Charles Creek Vineyard is experiencing phenomenal demand of its products. “The price points will continue to be in the \$20-30 range, but we’ll still maintain our pledge of a \$30-40 quality of wine in that bottle. Our belief in the future, and our desire to be the number one premium value-producer, **cannot be underscored**,” expresses Bill Brinton in an air of excitement.

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