

# SEAN MINOR WINES

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## **BEARISH ECONOMY DRIVES DEMAND FOR SEAN MINOR FOUR BEARS WINES** *Winery Experienced 40 Percent Sales Growth in 2008*

**Napa, Calif. (Tues., January 27, 2009)** – With a goal to produce Friday and Saturday night wines at Monday through Thursday prices, Sean Minor founded his family winery in 2005. He and wife Nicole created the Four Bears label in honor of their four young children, and they are finding that the winery is growing as rapidly as their four little bears.

With 40 percent sales growth in 2008, Minor believes that the bearish economic conditions have drawn more wine drinkers to the Four Bears label and the winery's commitment to deliver high-quality wines at everyday prices. The company's growth compares to 1.5 percent annual wine sales growth in the overall market according to a report released by the Wine Market Council earlier this month. With four varietals from renowned California appellations, Sean Minor Four Bears wines are all offered under \$20.

"When my wife discovered that our second largest household expense was wine, it became a personal challenge to produce great wines that are easy on the pocketbook," said Minor, who managed and operated wineries in California and Oregon for two decades before founding Sean Minor Wines. "We are proud to be among the producers who can answer the market's call for high-quality values and are pleased that more people have discovered our wines over the past year."

The winery's maturation is also evidenced in recent changes to the brand identity. In anticipation of adding future labels, the company re-branded itself as Sean Minor Wines and created a new look for its packaging, Web site and marketing materials in 2008.

The 2006 Napa Valley Cabernet Sauvignon (\$17) and 2006 Napa Valley Merlot (\$17) are the first releases with a new package design featuring a classic label with an embossed "4B" icon. The Central Coast Chardonnay (\$13) and Sonoma County Sauvignon Blanc (\$14) will also be released with the new packaging this spring.

The winery's Web site, [www.SeanMinorWines.com](http://www.SeanMinorWines.com), was re-launched in December 2008. In addition to a new look and enhanced navigation, the site gained tools that include a wine locator and a document library with tech sheets, photography and other materials created for industry representatives. The site continues to serve as an online point of sale for consumers.

Sean Minor Four Bears wines are currently distributed in 21 states and are offered online at [www.SeanMinorWines.com](http://www.SeanMinorWines.com). The company has sold 24,000 cases since its first release was offered in 2007.

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**Media Resources:** Product information is available at [www.SeanMinorWines.com](http://www.SeanMinorWines.com) – please click on the "trade" tab for tech sheets, tasting notes, business fact sheets, bottle shots, label images and more.



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