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WINES RECEIVE SIP™ CERTIFIED SEAL OF APPROVAL FOR SUSTAINABILITY
 SUSTAINABILITY IN PRACTICE (SIP™) CERTIFIED WINES NOW AVAILABLE NATIONWIDE



Paso Robles, Calif., USA — Consumers nationwide will begin to see the SIP™ seal on wine bottles, with several wineries having qualified to identify their wines as derived from third-party certified sustainably produced fruit, and several additional wineries expected to follow in 2010.

SIP™ Certified wineries currently showcasing the SIP™ Certified seal on their wine bottles are Baileyana-Tangent of Edna Valley, Pomar Junction Vineyards & Winery of Templeton, D'Anbino Vineyards & Cellars, Robert Hall Winery and Halter Ranch from Paso Robles. A consumer focused website [www.sipthegoodlife.org] and Facebook page [<http://www.facebook.com/#!/sipthegoodlife?ref=ts>] provide information and insights for consumers seeking additional information about sustainability and third-party certification programs.

SIP™ Certified, a premier vineyard sustainability certification program, reports that currently nearly 50,000 cases of wine crafted from over 10,000 acres of accredited vineyards now carry the SIP Certified seal and are available for purchase nationwide. The SIP Certified seal assures that the farmer has completed the program's process verifying how the fruit was grown and confirms the wine was made with 85% SIP Certified fruit.

SIP Certified, designed and implemented by the Central Coast Vineyard Team (CCVT), is dedicated to working side-by-side with farmers, wineries and communities to promote sustainable practices in the vineyards and at home, all in effort to protect our natural and human resources. Enrolled farmers and wineries show their dedication to these shared standards by utilizing environmentally and socially responsible farming practices. Like-minded consumers are able to support these values by choosing wines sporting the maroon SIP™ Certified seal.

“For fifteen years, we have worked closely with over 300 farmers to identify and promote innovative farming techniques. The certification program is the next step to allow consumers to support the wineries and vineyards commitment to protecting valuable resources,” notes Kris O'Connor, Executive Director for CCVT. “In the program's official second year, it is exciting to see the SIP™ Certified seal on a bottle of wine and to see the welcomed response from consumers who look to support companies doing the right thing in terms of the land and their people.”

Vineyards spanning California's Central Coast from Monterey to Santa Barbara have committed to the SIP™ Certified program. To be SIP Certified, growers must adhere to a rigorous set of standards relating to soil and water conservation, integrated pest management, energy conservation, protection of biological and human resources, just to name a few. The growers then undergo a thorough records and site audit to verify performance. Lastly, the auditor reports are blinded and submitted to an independent advisory committee for final approval. In order for a bottle of wine to carry the SIP Certified seal, the wine undergoes a chain-of-custody audit to confirm that 85% of the fruit is SIP™ Certified.

~ (More) ~

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Page Two

The Central Coast Vineyard Team is currently accepting vineyard applications for the 2010 vintage and for 2008/2009 wines containing SIP™ Certified fruit. Vintners interested in more information about enrolling in the program should visit www.sipthegoodlife.org or call 805.369.2288. Information is also available on the website of the Central Coast Vineyard team at www.vineyardteam.org.

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About SIP™ Certified

The Sustainability in Practice SIP™ Certification program provides a way for vineyards to verify their attention to integrated farming practices through a commitment to environmental stewardship, equitable treatment of employees and economic viability. Developed by the Central Coast Vineyard Team, a non-profit dedicated to sustainable winegrowing since 1994, this program represents one extension of the group's many innovative programs. To learn more about SIP™, please visit the website www.sipthegoodlife.org.

About the Central Coast Vineyard Team

Central Coast Vineyard Team is a 501 3 (c) non-profit grower-group whose mission is to promote sustainable winegrowing through agricultural research, education and farm worker outreach. Consisting of a broad network of growers and wineries, CCVT and its members have been addressing resource conservation for over 15 years. To learn more about CCVT, please visit their website www.vineyardteam.org

SIP™ Certified Vineyards

[Ampelos Cellars](#)

[Ancient Peaks Winery](#)

[Baileyana-Tangent*](#)

[Castoro Cellars](#)

Catherine's Vineyard

Chula Viña

[D'Anbino Vineyards and Cellars*](#)

[Edna Valley Vineyard](#)

[Hahn Estates](#)

[Halter Ranch*](#)

[Hilliard Bruce Vineyard](#)

[Hope Family Wines](#)

[Jackson Family Wine Estates](#)

[Laetitia Vineyard & Winery](#)

[Luft Vineyard](#)

McIntyre Vineyard

[Paraiso Vineyards](#)

Paris Valley Ranch

[Pomar Junction Vineyard*](#)

Red Hills Vineyard

[Robert Hall Winery*](#)

[Saucelito Canyon Vineyards & Winery](#)

[Tolosa Vineyard](#)

[Wolff Vineyards](#)

*Vineyards with SIP™ Certified wines.

As additional partners join the SIP™ program, updates will be listed at www.sipthegoodlife.org