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**NATIONAL WINE CAMPAIGN LEVERAGES
CONSUMER WINE CONSUMPTION TRENDS**

Wine Market Council Adds New Creative to its "Wine. Since 6000 BC" Campaign

St. Helena, CA (April 7, 2004) – Wine as part of everyday life in America is enjoying a resurgence. Continuing an unprecedented decade of growth in wine consumption in the United States, Americans set a new record level of 232 million cases of table wine purchased in 2003. Adding further impetus to market expansion, Wine Market Council has launched the second wave of its ongoing advertising campaign themed, "Wine. Since 6000 B.C." Releasing two new print advertisements, the campaign encourages Americans to more widely accept and enjoy wine as a part of American culture. The new ads humorously juxtapose the ancient origins of wine with today's casual lifestyle.

Tapping Consumer Trends

"With Americans enjoying wine more than ever before and recent studies showing a 32 percent gain in the core wine consumer population, we want the campaign to resonate with people as a reminder of how wine is a rewarding and important part of American culture," says John Gillespie, the Wine Market Council's president. Based on a decade of market research and an extensive strategy, the Wine Market Council's campaign is aimed at millions of Americans who like wine, but choose to drink wine infrequently.

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Wine Campaign Leverages Consumer Trends...2/2

Behind the Strategy

Winning high praise from critics, the ads will be more than a call to action for Americans. They will effectively reinforce the authenticity and enduring relevance of wine as part of people's everyday lives. Joining the campaign's first ad, "Kickin' Back," already in rotation, the two new ads follow a historical theme. The first of the two ads features an old world festive gathering of several people sitting around a table, eating dinner, drinking wine and having a merry time. The headline above the illustration reads "If wine made mutton taste better, imagine what it can do for microwave lasagna."

The second of the new ads features a period portrait of a man and woman looking over their shoulder, gesturing a toast with a glass of wine. The copy above the illustration reads "Steak on the grill. Frisky husband. Glass of Merlot. As always, the perfect finish to a long day at the office." Both new ads carry the tagline, "Wine. Since 6000 B.C."

Placements include the April 7, May 5 and May 26 issues of *USA Today*, the April 12 and May 10 issues of *People* magazine and the May and June issues of *Oprah* magazine. In addition to print advertising, the campaign has significant initiatives in public relations, Internet, merchandising and grass root efforts.

The Wine Market Council is a non-profit trade association of wine grape growers, producers, importers, wholesalers, retailers and others in the industry dedicated to growing and strengthening the wine market in the U.S.

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