



## NEWS RELEASE

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### **NEW ECO-FRIENDLY VARIETAL TO HIT SHELVES**

#### **Yellow+Blue Will Add Torrontes To Its Line of Organic and Green Wines in Tetra Pak® Cartons**

**CHESTER SPRINGS, Pa. – October 28, 2008** – Today, the Yellow+Blue brand of organically grown Argentinian wines, announced the release of its new Torrontes varietal in sustainable Tetra Pak® cartons. Growing consumer demand for greener more environmentally friendly wine and the success of its Malbec in sustainable packages from Tetra Pak led Yellow+Blue to add this new organic varietal. J. Soif Wines is the only importer of Argentinian Yellow+Blue wine that offers quality taste in a sustainable package. Naturally produced at a certified organic winery located in Cafayate, Argentina – widely thought of as the best spot for Torrontes in Argentina – the new varietal is due to be released in the U.S. on October 27, 2008.

“Wine is one of the few products where the container often weighs more than the contents, adding substantially to the carbon footprint for both production and shipping,” said Matthew Cain, President of J. Soif, importer and owner of Yellow+Blue. “Using Tetra Pak packaging allows Yellow+Blue to provide our customers with a quality Torrontes while doing our part for the environment. That’s why we often say Yellow+Blue equals ‘green’.”

In addition to its commitment to reduce the carbon footprint of its wines through the use of renewable paper cartons from Tetra Pak, Yellow+Blue wines are certified organic. Its growers use natural, sustainable processes in their vineyards, and do not use pesticides or synthetic fertilizers. Yellow+Blue wines are certified organic throughout the entire growing, winemaking and packaging process from start to finish. This attention to detail ensures consumers get a quality organic wine.

“Tetra Pak is pleased that Yellow+Blue has once again selected our cartons made mainly from paper, a renewable resource, as a way to provide its consumers with a sustainable way to enjoy its quality Argentinian wines,” said Beth Kennedy, marketing manager for Tetra Pak’s food and wine category. “Comprised of 90% less packaging than traditional bottles, Tetra Pak wine cartons save on fuel, transportation and storage costs and limit greenhouse gases. An added benefit of our Tetra Prisma™ 1L cartons is they provide consumers with 33% more wine than in standard glass bottles.”

Tetra Pak carton wine is also versatile and offers a great deal of convenience. The packaging is unique and fits busy lifestyles. Because it is available in single serve or re-sealable larger size packages, it is the perfect package to have on hand to enjoy anytime. Yellow+Blue’s 2008 Torrontes, along with its Malbec varietal, is currently available in 28 states and is expanding to new markets every week. For specific retail locations, visit



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[www.ybwines.com](http://www.ybwines.com). The approximate retail price for this wine is \$11.99 and will be available in the U.S. on October 27.

For more information on Yellow+Blue and its other varietals, visit [www.ybwines.com](http://www.ybwines.com).

## About Yellow+Blue

Yellow+Blue ([www.ybwines.com](http://www.ybwines.com)) is proof that exceptional imported wine can travel the world without damaging the planet. A commitment to quality and a focus on taste led importer J. Soif, Inc. of Pennsylvania to partner with outstanding wine-makers who craft wines solely from organically grown grapes. The next step was to go even "greener," taking advantage of earth-friendly lightweight packaging that costs significantly less to ship and leaves a smaller carbon footprint. The result is a great tasting, certified organic wine that's also better for the planet.

## About Tetra Pak

Tetra Pak ([www.tetrapakusa.com](http://www.tetrapakusa.com)) is the world leader in food processing and packaging systems. Best known for its aseptic technology innovations, Tetra Pak works for and with its customers to provide preferred processing and packaging solutions for food and is committed to making food safe and available, everywhere.

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