



Introducing CalNaturale

*The premium award winning wine made-
with organically grown grapes*

CalNaturale REPRESENTS THE VERY LATEST in high quality winemaking and innovative marketing: the grapes used to produce our wine were grown in the famed Paso Robles Appellation and are certified as having been farmed organically; that is, without the use of any pesticides or synthetic fertilizers. Carrying this sustainable theme even further, we have packaged CalNaturale in Tetra-Pak flexible packaging – convenient and very eco-friendly, utilizing less than half the greenhouse gasses, waste and energy in producing and transporting our product.

California Natural Products was started by Pat Mitchell in 1980 as an R&D Company and began producing product in flexible packaging in 1994. Since collaborating on the first launch of wine in Tetra Pak cartons in the U.S. in 2004, CNP has packed over 2 million cases. This includes custom packing for some of California's leading premium wine producers and the largest wineries in the world.

"We are excited about the introduction of our own brand into the marketplace," said company Executive Vice President, Rodney Tipton. "With CalNaturale, we are using our experience as a bonded winery "bottling" in flexible packaging, to bring this exciting new product to the table." CNP prides itself on being environmentally responsible and looks forward to adding to the line of CalNaturale premium varietal wines in the future.

A unique new wine that offers the consumer.....

- ★ *An Environmentally Friendly Wine produced from organically grown grapes sourced from the highly regarded Paso Robles and Mendocino appellations in California.*
- ★ *An Environmentally Friendly Package that creates half the Carbon Footprint of wines in glass bottles because 70% of the package is from a renewable resource (trees)*
- ★ *A product that is Convenient and Portable - Easy to open – no cork-screw required, Re-closable and Non-breakable*
- ★ *A product that Offers Increased Usage Occasions such as Poolside (non-breakable), Outdoors (boating, hiking, camping), By the fireplace, Dinner at home*

Tetra Pak has a significant weight advantage over conventional glass bottles:

- ★ *96% of weight of the package is wine*
- ★ *Packaging material arrives in rolls of "paper"*
- ★ *1 truckload of packaging material equals 26 truckloads of empty glass*

