

FOR IMMEDIATE RELEASE

BIG HOUSE'S SHOCKING SCANDAL: CHARDONNAY & CABERNET SAUVIGNON RECENTLY INCARCERATED

*Big House Announces Two Unconventional New Releases:
Unchained "Naked" Chardonnay and The Usual Suspect Cabernet Sauvignon*

Soledad, CA (March 15, 2011) — The Big House has busted through the chains of winemaking convention once again with the announcement of its latest releases: Unchained "Naked" Chardonnay and The Usual Suspect Cabernet Sauvignon.

Over the course of history, Big House has been a notorious rebel of traditional winemaking and is recognized as California's first, and leading, super premium blended (non-varietal) wine. Continuing to redefine its irreverence, Big House is now breaking its own rules: the "Anything But Chard" and "Anything But Cab" guidelines are now null and void.

Unchained "Naked" Chardonnay

NO OAK here! Unchained "Naked" Chardonnay (750mL \$9.99/3L \$22) is naked as a jailbird without the confines of oak barrels, opting instead for stainless steel tank fermentation. This allows the true fruit character of the Chardonnay grape to explode, unlike typical oaked California Chardonnays. This jailbird rocks with green apple and hints of pear, following with vibrant, criminally crisp and bright tropical fruit flavors.

The Usual Suspect Cabernet Sauvignon

The Usual Suspect Cabernet Sauvignon (750mL \$9.99/3L \$22) is redefined and transformed from a stodgy, vanilla and toasted brut. This Cab takes the common Cabernet flavor profile and liberates it from heavy tannins and the toasted oak and vanilla that so often characterize under \$10 California Cabernets. With a heady nose of black currants, mocha and lush flavors of dark berries and fresh plums, The Usual Suspect Cabernet Sauvignon is a true bomba de fruta!



"Big House has a legendary history of innovation and of paving the trail when it comes to our winemaking approach," noted The Warden, Georgetta Dane. "We're applying our renegade winemaking to Chardonnay and Cabernet Sauvignon to offer something fresh and unexpected to today's global wine consumer. These are Chard and Cab done the Big House way."

Big House unshackles consumers from ball and chain wine choices and rules, creating criminally exhilarating under \$10 wines. The food-friendly wine lineup includes Big House Red, Big House White, Unchained "Naked" Chardonnay, The Usual Suspect Cabernet Sauvignon, Cardinal Zin Beastly Old Vines, The Birdman Pinot Grigio and The Slammer Syrah.

These wines can be enjoyed in the standard 750mL bottle for \$9.99 and in an innovative 3L Premium Wine Cask for \$22. This eco-friendly 3L holds an equivalent of four 750mL bottles (a great value for about half the price) and stays fresh for up to six weeks. For more information, visit www.bighousewines.com.

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About Underdog Wine Merchants

Underdog Wine Merchants, an unleashed unit of The Wine Group, is the champion of emerging brands for the new millennium: The "underdogs" of the sometimes stuffy wine world. We work with domestic and international winemakers to craft unique wines that are a breed apart. The home of Cupcake, Fish Eye, **flipflop**, Big House and Octavin, our portfolio includes wines from California, Washington, France, Italy, Germany, Spain, South Africa, Chile, Australia, Argentina and New Zealand. For more information about Underdog Wine Merchants, visit www.underdogwinemerchants.com.