

PRESS RELEASE

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**Glenora Wine Cellars Releases a New Product-
Trestle Creek Riesling in an AstraPouch- First in the United States**

Dundee, New York – It is with great pride and anticipation that Glenora Wine Cellars and AstraPouch North America announce the launch of Trestle Creek Riesling in the 1.5L AstraPouch. This is the first time the AstraPouch product has been launched in the United States.

The AstraPouch is sleek, durable and efficient pouch that is the new alternative to the heavy glass bottle and bulky bag-in-box standards. Used to package wine and other non-carbonated beverages, the AstraPouch can chill the product quickly, won't let air in while pouring and has a low carbon footprint. The AstraPouch features a convenient handle and allows wine to be free from the "no glass" rule.'

Glenora's Trestle Creek Riesling has fresh apricot and peach aromas. This luscious, semi dry wine is balanced with crisp, natural acidity, characteristic of New York's Finger Lakes region. It is ideally suited with Chicken, Fish, Vegetarian, Asian, or as an Apéritif.

"We were very pleased to partner with AstraPouch North America and become the first winery in the United States to release a wine in the AstraPouch package," said Gene Pierce, owner of Glenora Wine Cellars. "This packaging allows us to be environmentally responsible and provides an added convenience to our customers."

Glenora Wine Cellars has been in the wine industry for over 33 years producing award winning high quality wines. Glenora Wine Cellars was the first winery to open on Seneca Lake in the heart of New York's Finger Lakes Wine Country. Today the property offers a 30-room inn (Inn at Glenora) and a gourmet restaurant (Veraisons) joining the winery on the beautifully groomed 40-acre estate.

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