

FOR IMMEDIATE RELEASE

# TRINITY OAKS

· FAMILY WINEMAKING SINCE 1948 ·

## TRINITY OAKS WINES ANNOUNCES 15 MILLIONTH TREE PLANTED

### *One Bottle One Tree® Funds the Planting of a Tree for Every Bottle of Trinity Oaks Wine Sold*

**St. Helena, Calif. April 12, 2016** — For the past eight years, **Trinity Oaks Wines** has continued a legacy to help plant more than 15 million trees in 16 countries. The **One Bottle One Tree®** program funds the planting of a beneficial tree for every bottle of Trinity Oaks wine sold in partnership with the non-profit organization, **Trees for the Future**.

To celebrate Earth Month and the 15 million tree milestone this year, Trinity Oaks wine is offering consumers \$1 off a glass of Trinity Oaks at any bar or restaurant where it appears on the menu. Consumers are able to access this coupon through [lbotta](#), a digital coupon application. The offer runs through the entire month of April, ending April 30<sup>th</sup>. In addition, Trinity Oaks is supporting in-store coupons nationally throughout Earth Month.

Trinity Oaks' wine labels are made from 100% post-consumer-recycled paper, and the capsule on each bottle is made from EarthFirst® PLA (Polylactic Acid) film, which is made from plant-based materials and is carbon-neutral and certified compostable. The packaging features Nomacorc corks; which are recyclable and produce a smaller carbon footprint than standard wine corks. The bottles are made with a special lightweight glass and packed in shippers that do not require bleach (to make the paper fibers white) and made from 40% post-consumer-recycled paper.

The mission of the **One Bottle One Tree®** program is to help restore the environment by planting trees in countries where they will have the most impact - communities that are most in need of reforestation. These areas are primarily tropical locations including: Brazil, Haiti, Honduras, Ghana, Kenya, India and the Phillipines, among others.

The Trinity Oaks portfolio includes five wine varietals: Chardonnay, Pinot Grigio, Pinot Noir, Merlot, and Cabernet Sauvignon. Trinity Oaks wine is carefully crafted with grapes selected from California's best growing regions, including Napa and Monterey counties with a focus on coastal climates. Trinity Oaks wines are available in restaurants, grocery and wine stores nationwide and retail for \$7.99. For more information on Trinity Oaks, visit [www.OneBottleOneTree.com](http://www.OneBottleOneTree.com).

### **About Trinity Oaks**

Trinity Oaks wines were founded in January 2001. Seven years following, Trinity Oaks committed to help plant one tree for every bottle sold in partnership with the non-profit organization, Trees for the Future. This program is now called, the One Bottle One Tree Program, and is the brand's dedication and legacy

of contributing 15 million trees to 16 countries to date who are in need of resources. Trinity Oaks is representative of a Trincherro Family Estates wine brand that is loyal to sustainable practices in the vineyards and the winery. These practices are evident in the corks, glass and shippers used to create Trinity Oaks wine. Visit [www.trinityoaks.com](http://www.trinityoaks.com) to learn more.

### **About Trees for the Future**

Since 1989, Trees for the Future has planted more than 100 million trees. It has helped families and communities around the world plant trees and change lives, enabling them to restore their environment, grow more food, and build a sustainable future. For more information on their programs, please visit: [www.treesforthefuture.org](http://www.treesforthefuture.org).

### **IMAGES:**

To download hi-resolution bottle shots, click [here](#).

To download wine fact sheets, click [here](#).

To download an infographic with more information, click [here](#).

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