

FOR IMMEDIATE RELEASE

SUTTER HOME GOES BIG WITH THREE-LITER BOXES

New bag-in-box package from family-owned wine brand pairs value with convenience

ST. HELENA, Calif., July 28, 2020 – [Sutter Home Family Vineyards](https://www.sutterhome.com) today announced the expansion of its portfolio with a line of 3L box offerings. Each \$18 SRP, Sutter Home Chardonnay, Cabernet Sauvignon and Pinot Grigio are now shipping in the bag-in-box format nationwide. This move meets consumer demand for the \$800 million segment, currently up 22 percent; the 3L box format is now the third largest size segment in the wine category and delivers more revenue than the 187mL, 250mL, 300mL, 375mL and 1L segments combined.

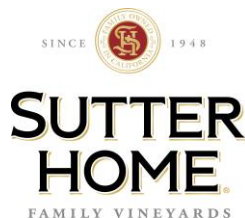
“These unprecedented times have brought with them a need for both convenience and value – especially from brands that consumers trust,” said Brie Wohld, vice president marketing for Sutter Home. “As an American favorite for three generations, we at Sutter Home are looking forward to meeting the needs of today’s consumers and future generations with this next evolution of our family-owned brand.”



Sutter Home 3L boxes bring quality to the category – a move that satisfies both existing fans and new consumers alike. Those who have historically preferred the bag-in-box format can now enjoy the tried and true wine that consumers have embraced since 1948. Conversely, Sutter Home consumers who are searching for a more convenient and environmentally friendly package that keeps their wine fresh longer and delivers greater value can turn to this new package.

Of the brand’s more than 21 varietals presently offered in 750mL, 187mL and 1.5L bottles and 500mL Tetra Pak® packages, Sutter Home strategically selected the new format for Chardonnay, Cabernet Sauvignon and Pinot Grigio based on each varietal’s promising growth in the 3L category. Sutter Home Chardonnay – a smooth, rich and creamy offering with peach, juicy apple and citrus notes – aims to capture the varietal’s 23 percent growth within the 3L format. Sutter Home Cabernet Sauvignon – a rich, bold and full-bodied wine with a black cherry, blackcurrant and vanilla profile – aims to capture the varietal’s 25 percent growth. Sutter Home Pinot Grigio – a light, crisp and refreshing wine with notes of pear, peach and pineapple – is positioned to take part in the varietal’s 26 percent growth. Together, the three varietals are poised to make a splash within the 3L category that now comprises a more than 5 percent share of the total wine category.

From the original 187mL single-serve to the latest 3L offering, Sutter Home has risen to meet consumer demand with innovative packaging for more than 70 years. For more information on what’s next for the family-owned brand, visit www.SutterHome.com.



About Sutter Home

When the Trinchero family bought the Sutter Home Winery in 1948, they had vision, passion and a keen insight into consumer tastes. In the early 1970s, Sutter Home revolutionized the way Americans enjoyed wine when it created the first-ever White Zinfandel, introducing a new, sweeter style of wine—along with several other crowd-pleasing varietals—at an affordable price. By the 1980s and 1990s, Sutter Home became a household name as the second largest independent, family-owned winery in the United States. In 2005, the winery was the first to produce the groundbreaking single-serve, 187ml package in light-weight plastic bottles. Today, Sutter Home continues to reflect the evolution of its consumers, offering more than 21 different varietals in 750ml, 187ml and 1.5L bottles, 500ml Tetra Pak® packages and new 3L bag-in-box packages. For more information visit www.SutterHome.com.

Social Media

Facebook: [@SutterHome](https://www.facebook.com/SutterHome)

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Source

Nielsen, Total US XAOC + LIQ+CONV, 52 Weeks Ending 06/13/2020

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