



Wine Country Comes to the Specialty Soda Market

Vignette™ Wine Country Soda™ is the First Carbonated Soft Drink Sweetened with the Juice of California Varietal Wine Grapes

(Berkeley, California) – The 2006 crush marks the launch of Vignette Wine Country Soda, a soft drink that offers a totally new way to experience California Wine Country. Vignette is a fresh concept in gourmet beverages: an all natural, lightly fizzy soda sweetened only with the juice of California varietal wine grapes. The first two varietals selected for this super-premium soda (no alcohol, of course) are Chardonnay and Pinot Noir.

Already available in the San Francisco Bay Area in select cafés and restaurants, specialty markets, and wine shops, the early response from lovers of good food & drink has been outstanding. Pat Galvin, founder of Vignette, commented, “I created this drink to be a simple pleasure that everyone could enjoy. At local tasting events, people have been sipping Vignette and saying it really is uniquely delicious and refreshing.”

Vignette Wine Country Soda is the perfect complement to good food because it is less sweet than traditional soft drinks and has a delightfully fruity character that is true to the varietal wine grape. And it is wonderfully refreshing on its own – a great everyday indulgence and a welcome alternative to ordinary sodas and bottled water. In addition, because Vignette is all natural, with no added sugars, no high fructose corn syrup, no preservatives, and no added colors, consumers can be sure they are enjoying a soft drink of the highest quality.

“The goal from the beginning was to create a better soft drink and a new brand that captured a little bit of wine country magic in a soda bottle,” Galvin says. “And I’m hopeful people who see Vignette on the shelf and give it a try will feel that we’ve accomplished that.”

Vignette is available in single-serve 12-ounce glass bottles with twist-off bottle caps and a distinctive vine-inspired label.

For additional information, please visit www.WineCountrySoda.com. Or contact the company at: info@winecountrysoda.com.