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Let Sutter Home and Beef Take You "Home for the Holidays"

National winery partners with the Beef Checkoff Program to boost retail sales this holiday season

DENVER (November 29, 2010) – In the spirit of giving, Sutter Home Winery, Inc. and the Beef Checkoff Program launched the "Home for the Holidays" promotion and sweepstakes to encourage consumers to create warm memories of delicious dining with family and friends this holiday season. One grand prize winner could win a \$2,500 gift card to purchase transportation to take their family home for the holidays in 2011.

The "Home for the Holidays" promotion pairs Sutter Home® wines with beef roasts to show consumers simple ways to elevate special occasions at home that gather family and friends around the table. Beef rib roasts will be featured in all promotional materials. The sweepstakes runs until December 31, entries can be submitted at www.sutterhome.com.

"Shopping trend research shows that consumers increasingly are turning to comfort foods, and so we developed the Home for the Holidays promotion to help retailers sell complementary products for their pleasure-seeking customers, like a smooth and silky Sutter Home Family Vineyards Cabernet Sauvignon with a gorgeous boneless beef rib roast," said Wendy Nyberg, senior director of marketing for Sutter Home Winery. "The great pairing of wine and beef is the perfect complement to any special celebration."

The "Home for the Holidays" promotion materials will feature large in-store displays designed as Victorian homes complete with lights. Retail displays will include in-store purchase incentives, coupons, beef recipes and preparation tips. Over 650,000 instantly-redeemable bottleneck coupons for \$1 off beef will be offered as purchase incentive.

The Beef Checkoff is providing cross-promotional support on BeefItsWhatsForDinner.com and associated social media channels to keep beef top-of-mind as consumers plan their holiday menus and prepare their grocery lists. Retailers interested in creating holiday excitement at the meat case can find additional promotional resources at BeefRetail.org.

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About the Beef Checkoff

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national Checkoff program, subject to USDA approval.

About Sutter Home Family Vineyards

Sutter Home Family Vineyards is wholly owned and operated by the Trinchero family, Napa Valley vintners since 1948. Trinchero Family Estates produces more than 23 brands of wine including Sutter Home, Trinchero Napa Valley, Napa Cellars, Terra d'Oro, Montevina, Trinity Oaks, Folie à Deux, Ménagement à Trois, and the number one alcohol-removed wine, Fre. The

company also imports Angove Vineyards and Little Boomey wines of Australia, and markets and sells the Three Thieves and Joel Gott brands. www.sutterhome.com