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ARGENTINA'S TRAPICHE GOES GREEN WITH ZAPHY

Mendoza's Leader Responds to Growing Boom and Demand of Sustainable Viticulture

March 2011, New York—Aficionados of Argentina's wine leader, Trapiche, will soon be seeing green with the release of the ZAPHY Torrontes, Malbec and Cabernet wines, made from organically-grown grapes in the Cuyo region of Mendoza.

"The growing boom and demand by consumers for natural, healthy and sustainable products, is manifesting itself in the United States quite rapidly", says Francine Kowalsky, brand manager for Wildman's Argentine portfolio. "Today, these wines represent a growing niche in the market, and one that, as a leader in the Argentine wine category, we/Trapiche could not ignore", continued Kowalsky.

ZAPHY means root, beginning or origin, in the Quechua language of the Huarpes. In other words, it represents anything and everything that comes from, and is connected to, the land and nature. The wines are made from organically-grown grapes cultivated at the foothills of the Andes where, good sun, poor soils and a continental climate, actually make it an ideal *terroir* for organic vines.

ZAPHY is imported exclusively by Frederick Wildman & Sons, Ltd., and is available through our network of distributors throughout the United States. At a suggested retail price of \$9.99, it fits perfectly in between Trapiche's well-known varietal and oak cask wines, while delivering a new line within the brand that is certainly here to stay—sustainability in every sense of the word!

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ABOUT FREDERICK WILDMAN AND SONS:

Importers of fine wines and spirits since 1934, Frederick Wildman and Sons, Ltd., is committed to excellence, and is a major force in the world of wine in the United States. The familiar Wildman oval found on every bottle sold is recognized around the world as a symbol of quality assurance.

Encls.: Bottle Images and labels. Samples forthcoming.

For more information on all Frederick Wildman wines, please contact Odila Galer-Noel at (212) 355-0700 x 9911 or visit www.frederickwildman.com and www.trapiche.com.ar.
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