



Discover the Other Side of Sweet: Introducing Jam Jar Moscato 2011

NEW YORK, NY, November 7, 2011 – Cape Classics, producer of Jam Jar Sweet Shiraz, is pleased to unveil the addition of Jam Jar Moscato to the label. As the white varietal complement to the hugely successful Sweet Shiraz, Jam Jar Moscato was created to meet the demand of consumers seeking quality white wine with a sweeter flavor profile. Beginning with the 2011 vintage, the wine will be available nationwide in the United States in November for a retail price of \$11.99.

"With the success of Jam Jar Sweet Shiraz, we received an infinite number of requests from trade and consumers alike to craft a sweet white wine," said Robert Bradshaw, President & COO of Cape Classics. "We listened and took action to fulfill the request. After determining Moscato was what our customers wanted – through polls and questionnaires - we scoured South Africa for the best juice. Today we are excited to have this gem on the shelves to offer."

Crafted with fruit from South Africa's Western Cape, Jam Jar Moscato is a charming, easy-drinking bottling offering juicy flavors of peach, apricot, lychee and orange blossom. A lively jolt of acidity keeps it fresh, fruity and fun. It is fancy enough for a special occasion toast, yet sweet natured enough to enjoy every day.

The Moscato displays the prominent retro-inspired pattern of its Sweet Shiraz partner in a blue hue, present on the screwcap capsule and carton. The introduction will be supported by a marketing campaign, social media push and various trade initiatives.

Jam Jar was born out of the realization that there are not a lot of options available to consumers seeking quality sweet wine. The fresh, fruity Moscato and Sweet Shiraz aim to fill that void. Refreshing and approachable with a perfect balance between sweetness and acidity, Jam Jar Wines are sweet perfection...Simple, pure and honest! For more information please visit www.JamJarWine.com.

