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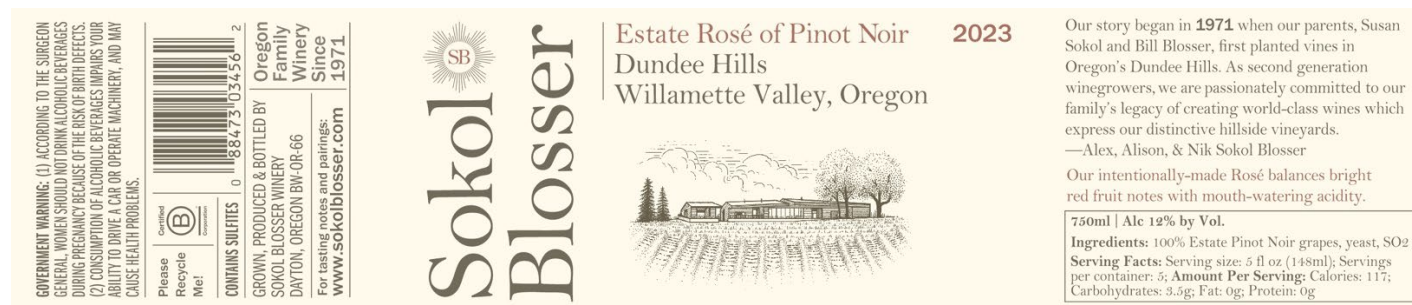
Sokol Blosser Adds Nutrition and Ingredient Information to Wine Labels

New Label Debuts on 2023 Estate Rosé of Pinot Noir, Launching Now

Dundee Hills, Ore. – Jan. 17, 2024 – Sokol Blosser Winery, a pioneering family-owned and -operated winery, is releasing its first wine with new nutrition and ingredient labeling: the 2023 Estate Rosé of Pinot Noir. The wine is now available for wholesale purchase, and is anticipated on store shelves nationally by mid-February.

The decision to add nutrition and ingredient information to its back labels came naturally to Sokol Blosser. “More and more, consumers – especially younger consumers - want to know not only where their wine comes from, but what’s in it. Why not give the people what they want?” said Sokol Blosser President Alex Sokol Blosser.

He adds, “Transparency is a priority for us, and coupled with the fact that EU regulators already enacted mandatory nutrition and ingredient labeling in December (and we anticipate TTB doing the same), this was an easy decision for us.”



Sokol Blosser will add nutrition information and ingredients to labels for its entire portfolio of wines over time, with the next new release scheduled for the spring.

The Sokol Blosser Estate Rosé of Pinot Noir clocks in at 117 calories per 5-ounce serving, with 3.5 grams carbohydrates, and 0 grams fat and 0 grams protein. Ingredients include: Estate Pinot Noir grapes, yeast and SO₂.

Fruit was hand-harvested from Sokol Blosser's Concert Block that was once the site of the famous Sokol Blosser concerts in the 1990s. With aromas of nectarine, honey crisp apple, honeydew melon, and delicate flowers, the wine offers mouth-watering acidity and flavors of candied strawberry, cantaloupe and a hint of vanilla. Sokol Blosser describes it as, "Oregon summer sunshine in a bottle." Suggested retail price is \$28.

About Sokol Blosser Winery As one of the pioneering wineries of the Willamette Valley, Sokol Blosser has played a key role in developing and shaping the now-prominent Oregon wine industry. The winery remains family-owned and -operated, with the second generation now at the helm. Achieving B Corp certification in 2015, the winery crafts wines of world-class quality, produced in a sustainable manner, reflecting the distinctive flavors of the grapes, soil and climate. The winery produces Pinot Noir, Pinot Gris, Chardonnay, Gamay, Riesling, sparkling wines, and small quantities of single block Pinot Noir under its Sokol Blosser brand, and white and red blends, Pinot Noir, Chardonnay and Riesling under the Evolution label. Visit <http://www.sokolblosser.com/> and follow @sokolblosser on Instagram and Facebook.

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