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VINPERFECT MAKES FIRST SALE AND READY TO BOOK ORDERS

*VinPerfect, Inc., maker of the first high-performance screw cap and liner for wine bottle closure, announced their product is now commercially available and has made its first sales.*

NAPA, CA — September 20, 2011. Today, [Tim Keller](#), CEO, announced that the first commercial sales of the [VinPerfect™ Screwcap and Liner System](#) have taken place and the company is [booking orders](#) for the coming bottling season.

The wine industry has been searching for a better closure alternative for the past two decades. Corks have always had a high defect rate, but synthetic corks and screwcaps either let in too much oxygen or too little. The [VinPerfect](#) Screwcap features a gasket inside, specially developed to admit small, measured amounts of oxygen into the bottle to keep wines in optimal condition after bottling.

The first wine bottled with this system was Tim Keller's own **25 Brix** label from Alta Ridge Vineyards.

*"Today we have hit a major milestone for both VinPerfect and the wine industry. I developed this product because I wanted to use it. I felt it was important to demonstrate my confidence in our product by using it first on the wines I make myself." - Tim Keller, Founder/CEO*

While screwcaps are becoming commonplace with white wines, Keller bottled three red wines: Pinot Noir, Merlot and Syrah. With the VinPerfect Screwcap, these wines will get the oxygen they need, allowing them to age gracefully without defects.

VinPerfect also provided closures for its first external customer: [Spoto Wines](#) in Sacramento. Spoto bottled a portion of their Pinot Noir and will sell both VinPerfect-closed bottles and traditional-bark-cork bottles side-by-side.

*"Spoto Wines is excited to try the new VinPerfect technology. We produce high quality, hand-crafted wines and using the VinPerfect closure is a logical extension of this philosophy. With the VinPerfect closure, we will protect our wines and let them age properly post-bottling." - Stuart Spoto, Winemaker/Proprietor*

According to Keller, this is just the beginning. A large number of wineries large and small have expressed interest in the VinPerfect closure. VinPerfect stands to revolutionize the wine industry.

*"We still have yet to talk to a winemaker who isn't interested. We are busy scaling up our processes and preparing for the bottling season ahead - but we are having fun doing it." - Tim Keller, Founder/CEO*

With a [defect rate of 5%](#) (*Wine Business Monthly, September 2009.*), bark corks ruin over 10 Billion dollars worth of wine annually, a cost placed on the consumer. A reliable closure with the oxygen transmission properties that wine requires means no more bad bottles of wine.

World demand for wine closures exceeds 21 billion units annually. Only 15% are closed with screw caps, mostly light white wines with very low demand for in-bottle oxygen. While many have focused on the aesthetics of the

cork versus the screw cap, consumer acceptance has shown this is no longer an issue. The days of “cheap wine has screw caps” are long gone. This is supported, especially, in New Zealand and Australia where screw caps became the dominant wine closure within just a few years. Solving the “oxygen problem” removes the last quality-based argument against these closures and means that VinPerfect Screwcaps are capable of replacing corks as the preferred, highest-quality wine closure in the very near future.

Spoto wines are available in Sacramento, CA at such restaurants as Il Fornaio and Ruth’s Chris Steak House, or online at [spotowines.com](http://spotowines.com).

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