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Newly Released Sippers

Wine Consumers are looking for Great Values, and these wines fit the bill.

Alamo, CA – As the summer season fast approaches, and lighter fare takes on renewed favor, Oak Grove is proud to announce their newly released white wine line-up:

- 2008 Oak Grove Reserve Pinot Grigio ~ \$7.99
- 2008 Oak Grove Reserve Sauvignon Blanc ~ \$7.99
- 2008 Oak Grove Reserve Viognier ~ \$7.99
- 2008 Oak Grove Reserve Chardonnay ~ \$7.99

What could be more stately and picturesque in the middle of a vineyard than an oak grove? Having stood all tests of time, while enjoying a prolific wealth of fortitude, an oak grove gives back to the land in more than full measure. It's these qualities of strength, endurance, and virtue that gave Oak Grove Reserve Wines its name.

Silicon Valley Bank's Wine Division Findings Point to "Value Being in Vogue"

With the current economic climate, fine wine has taken a huge tumble. It's the \$35 and below bottles of wine that are still selling, while the \$50 to \$125 bottles have hit a dead zone. No one is giving up wine just because there's a recession. According to this report, per capita consumption continues to rise in the U.S., and those in the position "to trade up" are now "trading down." As consumers become value shoppers, brands that are priced in the lower tier brackets are still enjoying positive year-over-year growth results.

While wine consumers are looking for more affordable wines, they are going to learn what great values exist. Had they not experienced this recession, they might have otherwise missed these great brands. As they experiment with new wine companies, they're beginning to find new loyalties in the process. This means that what they once knew and did is now changed forever. Many consumers continue to look toward their trusted wine writers for guidance, too. These wines prove their extreme value.

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