

# WOODBRIIDGE

BY ROBERT MONDAVI

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## WOODBRIIDGE BY ROBERT MONDAVI LAUNCHES THE GIVE HOPE CAMPAIGN TO FIGHT HUNGER

*Give Hope includes a Charity Auction on eBay, Retail Promotions, and a Substantial  
Donation from Woodbridge by Robert Mondavi*

Lodi, Calif. – July 10, 2007 – With more than 35 million Americans living with hunger or on the brink of hunger, Woodbridge by Robert Mondavi today announced the launch of the *Give Hope* campaign to benefit America's Second Harvest—The Nation's Food Bank Network.

*Give Hope's* goal is to combat hunger in America by raising money and awareness through a series of initiatives beginning in October, 2007. A few of these initiatives include the auctioning on eBay of star-studded and other experiential prizes customized for wine lovers and a \$50,000 donation from Woodbridge by Robert Mondavi. In addition, Woodbridge by Robert Mondavi will give consumers the opportunity to make donations to America's Second Harvest by providing a link to the charity at [Woodbridgewines.com](http://Woodbridgewines.com).

Woodbridge by Robert Mondavi is also promoting this campaign nationwide at restaurants and retail locations where the wine is sold to raise awareness for this cause. Some of the auction items which will be available on eBay from November 29-December 9, include:

- **Eat, Pray, Love:** The opportunity to dine with Elizabeth Gilbert, author of the #1 New York Times bestselling memoir, *Eat, Pray, Love: One Woman's Search for Everything Across Italy, India and Indonesia*. One lucky winner will have the chance to join Ms. Gilbert for dinner at a well-known New York City eatery for an intimate discussion about the year she spent traveling the world alone after a difficult divorce. Her book has been a worldwide success, now published in over 30 languages. It was named by The New York Times as one of the 100 most notable books of 2006 and chosen by Entertainment Weekly as one of the best 10 nonfiction books of last year. The winner will also receive an autographed copy of *Eat, Pray, Love*.
- **Visit America's Test Kitchen:** A trip for two to visit America's Test Kitchen, including roundtrip airfare to Boston, MA and hotel accommodations for two nights. The package includes a full tour of the test kitchen facilities, which doubles as the set for the television series; an opportunity to meet cast members from the show; participation in a recipe or ingredient tasting; and a welcome gift including an America's Test Kitchen chef's apron plus a library of 10 cookbooks from America's Test Kitchen's "Best of" series. Now in its seventh season in markets nationwide, America's Test Kitchen, hosted by Christopher Kimball, is public television's most watched cooking program. Woodbridge by Robert Mondavi is an underwriter of the America's Test Kitchen television series.

- **The Ultimate Wine Country Experience—Destination Lodi:** This trip for two is the ideal gift for wine lovers. The package includes round trip airfare, a three day/two night stay at the luxurious Wine & Roses Hotel and Spa, \$500 worth of spa treatments, a VIP tour of Woodbridge vineyards and winery, a four-course gourmet lunch and private blending seminar with Woodbridge by Robert Mondavi head winemaker, Todd Ziemann.

“We are truly grateful to have Woodbridge by Robert Mondavi join us in the fight against hunger to help build awareness and draw greater attention to the severity of hunger in America,” said Vicki Escarra, President and CEO of the America's Second Harvest—The Nation’s Food Bank Network. “Hunger is a solvable problem that reaches into every community in this country, affecting one in nine people. We are hopeful that this project will inspire thousands to take action to help move us closer to a hunger free America.”

“Woodbridge is honored to be joining America’s Second Harvest in helping fight hunger in America,” said Kevin Conner, Marketing Director, Woodbridge by Robert Mondavi. “At their core - our wines are agricultural products, and we rely on the bounty of the land to help us produce great-tasting, quality wines. We’ve been fortunate at harvest time and we see this partnership as a way to give back and raise consciousness about hunger among our communities.”

America's Second Harvest is leading the fight against hunger as the largest domestic hunger-relief organization in the United States, with a national Network of more than 200 food banks and food-rescue organizations.

#### **About Woodbridge by Robert Mondavi**

Woodbridge by Robert Mondavi is produced at the Woodbridge Winery in Woodbridge, Calif. by the Centerra Wine Company, the popular-priced and premium wine producer of Constellation Wines U.S., which is part of Constellation Wines, the world’s largest wine business, an operating division of Constellation Brands, Inc. (NYSE: STZ and STZ.B) ("CBI"). Constellation Wines U.S. encompasses four of CBI's U.S. wine businesses: Icon Estates, Centerra Wine Company, Pacific Wine Partners, and North Lake Wines. Leading brands include Ravenswood Winery, Robert Mondavi Private Selection, Woodbridge by Robert Mondavi, Alice White, Arbor Mist, Cook’s, Covey Run, Inglenook, Talus Collection and Vendange.

#### **About America’s Second Harvest**

America's Second Harvest—The Nation's Food Bank Network is the largest charitable domestic hunger-relief organization in the country with a Network of more than 200 Member food banks and food-rescue organizations serving all 50 states, the District of Columbia and Puerto Rico. The America's Second Harvest Network secures and distributes more than 2 billion pounds of donated food and grocery products annually; and supports approximately 50,000 local charitable agencies operating more than 94,000 programs including food pantries, soup kitchens, and emergency shelters. Last year, the America's Second Harvest Network provided food assistance to more than 25 million hungry people in the United States. For more on the America's Second Harvest Network, please visit [www.secondharvest.org](http://www.secondharvest.org).

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