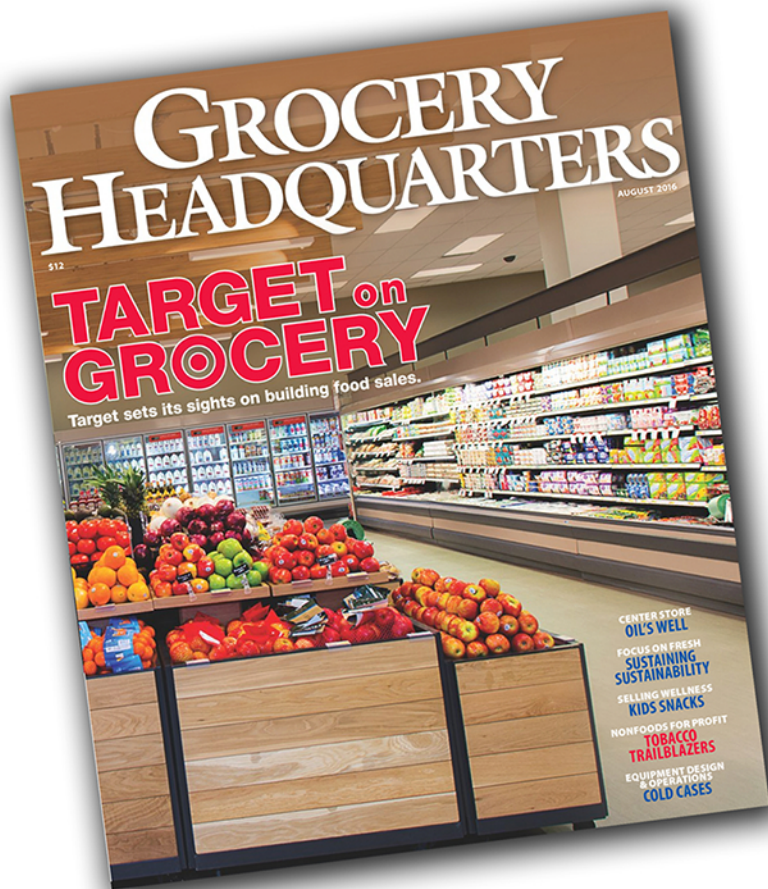


A RayZyn in the Sun

Cardiologists and other medical professionals have been telling patients for years that a glass of wine a day is good for the heart, but that is not always practical at 8 a.m.

So winemaker and cardiologist Chris Cates worked for three years to develop a patented proprietary dehydration process that takes bunches of wine grapes and concentrates



all of their antioxidants into a non-alcoholic raisin form. The result are RayZyns that can be enjoyed anytime, anywhere. "We dehydrate grapes on the vine, pulling the tannins or polyphenols out of the stems down into the grape itself," says Cates, president of **The Wine RayZyn Co.**, based in Napa, Calif. "We have one of the highest levels of Epicatechin—the heart-healthy antioxidants in wine and chocolate—that is available."

Because RayZyns contain the seeds, they have "a great mouth feel and little earthy crunch that is very, very healthy," Cates says, adding that U.C. Davis is planning to conduct a study to test the vascular effects of CabernayZyns on humans.

Three varieties are available: CabernayZyn, made from dried Cabernet Sauvignon wine grapes; ChardonayZyn made from Chardonnay grapes; and MerlayZyn from Merlot grapes. All are available in a peggable 1.6-ounce pouch—the equivalent of a glass of wine—with a suggested retail price of \$3.99 and an 8-ounce bag, equal to a bottle of wine, retailing for \$12.99. All three are also available in a variety three-pack gift set of the 1.6-ounce sizes.

"They have completely different taste profiles, much like the wine itself," Cates says.

Dark chocolate covered RayZyns are set to be introduced shortly.

"A lot of people who don't like raisins love our product because it has a completely different taste and texture to it," says Eleanor Cates, vice president of marketing.

A benefit for retailers is that RayZyns can be merchandised in several areas of the store, including produce, the cheese department and the wine department. The company can also produce wooden point-of-sale displays for retailers.