

Contact: Eleanor Cates
Eleanor@rayzyn.com
(404) 375-3700

**THE WINE RAYZYN COMPANY™ INTRODUCES CABERNAYZYN™ - A NEW SUPERFOOD -
AT THE WINTER FANCY FOOD SHOW IN SAN FRANCISCO**

NAPA VALLEY, Calif. (January 10, 2016) – Until now, only vineyard owners and wine makers have been able to experience the unique flavor of CabernayZyns™, which are premium, specially dried Cabernet Sauvignon wine grapes. For the first time, the Wine RayZyn Company™ offers consumers the opportunity to taste a brand new fruit and unique superfood – a snack that tastes good and is also good for you. The family owned company is excited to present this new, delicious superfood to the masses at the upcoming Fancy Food Show in San Francisco.

Everyone knows that a glass of wine is good for you, but many do not know why. One reason is the health benefit of antioxidants. These specially dried Cabernet wine grapes are full of antioxidants, are sustainability farmed, and are a delicacy filled with the same intense flavors of the world's finest wines. With CabernayZyns, consumers get the same health benefits of a glass of wine, but without the alcohol. This makes CabernayZyns an amazing snack that can be enjoyed anytime and anywhere. It is also the perfect snack for anyone who wants to try something that embodies a distinctive experience and is purposeful and healthy at its core.

Consumers can enjoy this conveniently packaged snack that is flavorful, healthy, and fun to eat. Each bag is made from the same premium wine grapes that go into California's best vintages but is packed with even more antioxidants than wine. One bite of this nutrient-dense, crunchy fruit, and consumers will feel as if they are walking through one of California's beautiful vineyards. CabernayZyns are a fun way to enjoy the health and flavor of wine anytime, without the alcohol!

CabernayZyns are currently available in many fine Napa Valley retailers, including The Culinary Institute of America and Whole Foods.

Recently, The Wine RayZyn Company also gained national notoriety by being selected as one of ten Innovative Food Companies at the Food Marketing Institute/Grocery Manufacturers Association's Global Sustainability Summit in late 2015. At the event, the company was recognized when the summit's leaders selected the CabernayZyn as a gift and presented it to the conference chairperson as a memento for her service at the summit.

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In addition to becoming members of the Specialty Food Association, The Wine RayZyn Company is also a member of the Good Food Merchants Guild. According to the guild's website, membership is based on a "set of standards [that] reflects the best practices of tasty, authentic, and responsible food." The Wine RayZyn Company is honored to be a part of two amazing organizations and is pleased to launch CabernayZyn as a part of the "What's New, What's Hot" program at the Winter Fancy Food Show in San Francisco.

The Wine RayZyn Company is thrilled to have the Fancy Food Show as a means to introduce the world to this amazing new fruit and superfood! If you are attending this year's show, please stop by the Wine RayZyn Company's booth, which is located in the South Hall – Booth # 5813.

To learn more about the company, visit the website at www.rayzyn.com
Be sure to check out the story behind The Wine RayZyn Company at https://youtu.be/tuHo_2allcM.

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