



wine on the vine™

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FOR THE WINE RAYZYN COMPANY, INNOVATION AND STRATEGIC ALLIANCES ARE THE KEY TO SUCCESS

NAPA VALLEY, Calif. (June 1, 2016) - Following the successful launch of CabernayZyn™ at the Winter Fancy Food Show in San Francisco in January 2016, The Wine RayZyn™ Company happily brings two sister products to the market. Like the original product, ChardonayZyn™ and MerlayZyn™ come from wine grapes that announce their vineyard heritage.

Wine RayZyns are dried Cabernet Sauvignon, Chardonnay, and Merlot wine grapes that naturally retain the flavor of the wine grapes from which they are made. Considered a superfood, they are high in fiber, low in fat and cholesterol, and have more antioxidants than wine. "RayZyns contain the health benefits of wine without the alcohol," explains Company Co-Founder Andrew Cates. RayZyns are sustainably harvested in California at their peak and then are dried on the vine with the nutty, crunchy seed intact. Each edible stem acts as nature's cork, locking in and preserving the amazing flavor and nutrients.

Each variety of RayZyn is now available in 1.6-ounce grab-and-go snack packages. While 8-ounce packages of CabernayZyn are currently in stores, 8-ounce bags of ChardonayZyn and MerlayZyn will be available in Fall 2016. Each package has been beautifully redesigned so that each flavor really pops on store shelves. The Company is also currently offering a Wine RayZyn Trio Pack, which includes samplers of each variety. This new Trio Pack specialty item adds appeal to those who are seeking gifts for wine lovers. To learn more about each offer, please visit rayzyn.com.

RayZyns are already drawing acclaim. Pop Sugar named CabernayZyn as their most "exciting discovery" in January 2016 in the Artisan Snacks division at the Winter Fancy Food Show, where 1500 vendors displayed their wares. Food Guru picked CabernayZyns as one of 2016's most "buzz worthy food businesses." Food Navigator deemed it one of their "Best Snacks" of 2016, and Food Business News highlighted the product as an excellent new snack.





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The Wine RayZyn Company was selected to participate in The Innovation Zone at the Food Marketing Institute/Grocery Manufacturers Association Global Sustainability Summit. The Company is a member of the Specialty Food Association and Good Food Merchants Guild. New alliances are also propelling product growth, as The Company is now represented by Queathem and Associates as their Master Broker, and DPI, Kehe, UNFI, and Tony's Fine Foods are distribution partners.

Part of the appeal is taste, of course, but snackers also like the fact that RayZyns are healthy and sustainably harvested. "We like that RayZyns make people feel good about snacking," says Cates.

"We're still innovating," says Cates. "We're working in the food lab, exploring new foods that deliver health benefits to consumers and that take advantage of RayZyn's natural, sweet crunch. Our possibilities are endless."

To learn more about The Wine RayZyn Company's new products and what's coming next in their product line, stop by their booth (#345) at the Summer Fancy Food Show in New York City June 26-28. Or, you can reach out to Eleanor Cates via the contact information listed on page 1 of this release.

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