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**FOR THE WINE RAYZYN COMPANY, A SUCCESSFUL NAPA VALLEY HARVEST IS
MEASURED BY THE GRAPES THAT REMAIN ON THE VINE**

NAPA VALLEY, Calif. (January 7, 2016) – While producers of Cabernet Sauvignon wines have gathered the thick-skinned, meaty grapes during this year's early harvest, The Wine RayZyn Company™ has its sights set on the tons of grapes historically left behind. After individual grapes are harvested by winemakers, The Wine RayZyn Company follows and gathers the same premium, yet overlooked, wine grapes, creating a new snack food for today's on-the-go, health-conscious consumers.

What sets the Wine RayZyn grapes apart is that as they are harvested with the stems kept intact to serve as nature's cork, locking in and preserving the fruit's inherently high nutritional content. The grape clusters then go through a patent-pending, special drying process that dehydrates the fruit, the intact stem and the seed. The resulting CabernayZyn™, the company's flagship product, is a nutrient-dense and fiber-rich snack food. Two handfuls of CabernayZyns boast more antioxidants than a 4 ounce glass of red wine and without the alcohol.

With little resemblance to a traditional raisin (the soft, sugary byproduct of a dehydrated seedless Thompson grape) the CabernayZyn is a crunchy snack, thanks to the unique, nutty nutrition-packed toasted seed in its center. The nutritionally dense wine grape seed packs a powerful antioxidant punch. Antioxidants are known to help prevent heart disease, cancer and promote brain health. A 1.6 ounce cluster of CabernayZyns delivers:

- 20 percent of the USDA adult daily value requirement of fiber
- 58mg calcium (in 100g); among the top five calcium rich fruits
- Palatable grape seed and skins offer more antioxidant content than an equivalent 4 ounce glass of wine

The inspiration for CabernayZyns came during a trip to Napa Valley, when Andrew Cates, co-founder of The Wine RayZyn Company, along with his father, experienced the first harvest of Cabernet Sauvignon grapes from Segassia, the small vineyard he had recently purchased. "There was something transformative that happened during the harvest. The satisfaction from plucking clusters that had been so lovingly nurtured gives you a sense of the fascination and lure of these wine grapes," says Andrew.

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While touring nearby vineyards, Andrew and his dad noticed the high numbers of grape clusters left on the vines following harvest. “Each year one to five percent of Cabernet Sauvignon grapes are never harvested,” he says. “There was an ‘Aha’ moment that led to the opportunity to extend the impact of wine grapes and create a new snack category that makes available nature’s nutritional powerhouse.”

About The Wine RayZyn Company

Based in Napa Valley, California, The Wine RayZyn Company was founded in 2014 as a family-owned company with a mission to deliver healthy snack foods to consumers who are replacing traditional meals with robust snacking, while also supporting sustainability efforts through offering vineyards a way to maximize their grape yield and reduce waste. The Company’s flagship product is the CabernayZyn, specially dried Cabernet Sauvignon wine grapes, and will be introducing MerlayZyns (Merlot wine grapes) and ChardonayZyns (Chardonnay wine grapes) in early 2016. CabernayZyns are available in 1.6 ounce and 8 ounce packages and may be purchased at www.rayzyn.com, as well as a wide variety of retailers, including Whole Foods in Napa Valley.

One other notable accomplishment of The Wine RayZyn Company is its recent participation as one of twelve companies within the Innovation Zone at the Food Marketing Institute/Grocery Manufacturers Association meeting in late 2015. The company was recognized at the FMI/GMA Global Sustainability Summit when key leaders were given a special package of CabernayZyns and the signature recycled wine goblet as a thank you gift for organizing the event.

The Wine RayZyn Company is also a member of the Good Food Merchants Guild and the Specialty Food Association.

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