



FOR IMMEDIATE RELEASE

E&J GALLO INTRODUCES HIGH NOON, A NEW HARD SELTZER MADE WITH REAL VODKA AND REAL JUICE

High Noon becomes the *only* hard seltzer on the market made with real vodka, real juice, only 100 calories, no sugar added and gluten-free.

Modesto, Calif., May 1, 2019 – Just in time for summer, E. & J. Gallo Winery is proud to announce the launch of its new brand of hard seltzer – High Noon. The hard seltzer category has been on a meteoric rise in recent years, growing over 200% year over year. Hard Seltzers are sourcing volume primarily from beer drinkers with a share of total beer dollar sales now at 2.1 - a full point larger than cider¹, signaling a clear shift in consumer preferences. High Noon fills a gap in the market with a spirit-based hard seltzer. All four flavor varieties of High Noon have been specially crafted with **real vodka and real juice**, which is a key differentiator from other hard seltzer brands, making them stand out.

“In creating High Noon, we decided to approach the concept of Hard Seltzers in an entirely different way,” according to Britt West, Vice President of Marketing for Gallo Spirits. “High Noon answers the increasing demand for beer alternatives driven by health and ingredient-conscious consumers looking for low calorie, more sessionable beverages. Unlike the malt-based and artificially flavored offerings that are currently dominating the Hard Seltzer category, High Noon is made with real vodka, real juice, has low calories, low ABV, low sugar and gluten-free.”

With 100 calories per 12oz can, High Noon delivers on those low-calorie claims but says low calorie doesn't have to mean artificial flavor. High Noon's four delicious flavors – black cherry, grapefruit, pineapple and watermelon – are perfect for the beach, pool, tailgates, on the porch, at a picnic, or anywhere consumers are enjoying fun in the sun.



ABOUT HIGH NOON HARD SELTZER

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AVERAGE ANALYSIS PER 12 FL. OZ, ANY FLAVOR: CALORIES 100 CARBOHYDRATES: 4.8G PROTEIN: 0 FAT: 0



High Noon Hard Seltzer launched on May 1st in 32 states supported by a media campaign to drive significant awareness with a creative message focused on key product attributes and brand lifestyle. A robust media plan running through the end of the year including broadcast TV, out of home advertising and digital support will put High Noon on the spotlight this summer. To learn more, visit highnoonsunsips.com. High Noon cans will be available both individually and in four-packs, with suggested retail price of \$2.50 for single cans and \$9.99 for four-packs.

ABOUT E. & J. Gallo Winery

Founded by brothers Ernest and Julio Gallo in 1933 in Modesto, California, E. & J. Gallo Winery is the world's largest family-owned winery and the acclaimed producer of award-winning wines and spirits featured in more than 110 countries around the globe. A pioneer in the art of grape growing, winemaking, sustainable practices, marketing and worldwide distribution, Gallo crafts and imports wines and spirits to suit a diverse range of tastes and occasions, from everyday offerings to boutique, luxury bottlings.

Gallo Spirits currently offers New Amsterdam Vodka and Gin, Familia Camarena Tequila, RumHaven, Lo-Fi Aperitifs, E&J Brandy, Argonaut Brandy, Germain-Robin Brandy, Diplomático Rum, as well as imported Scotch whiskies from Whyte & Mackay, including The Dalmore, Jura and John Barr. Premium wine offerings include J Vineyards & Winery, Louis M. Martini, MacMurray Estate Vineyards, Orin Swift, Talbott Vineyards, and William Hill Estate, along with highly acclaimed imports, such as Alamos, Brancaia, La Marca, Las Rocas, Martín Códax, Whitehaven, and LUX Wines, importers of Allegrini, Argiano, Jermann, Pieropan, Renato Ratti and Tornatore.

1. Beer Business Daily, April 24, 2019

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