

For Immediate Release: September 21, 2010
For more information, contact Charlotte Mills Seligman
415.681-7293 or charlotte@traversant.com

ZORK® “Here to Stay” at Manzanita Creek Winery

Healdsburg, CA September 21, 2010 — Jack L. Salerno and his brother, William, the winemakers at Manzanita Creek Winery, recently conducted a test of sorts. The weekend of September 18, 2010, the winery hosted a lobster fest, with unopened bottles of the winery’s Alfonso Old Vines Zinfandel—all of which are capped with ZORK®—placed on every table.

“It was a messy affair with all that lobster and butter,” says Jack, “but we wanted to see how guests would respond to the ZORK. It was fun to watch ... some were already familiar with ‘The ZORK Way,’ while others were initially puzzled. Some had to put on their glasses, but they quickly figured it out. One woman used her teeth to pull the tab ... wish I had filmed that.”

Manzanita Creek has been using ZORK for two years, capping its 2007 Sauvignon Blanc, 2007 Three Vines Zinfandel, 2007 Alfonso Zinfandel, and 2007 Addor Zinfandel with the closure. According to the Salernos, retail sales for the wines have been outstanding, including its Costco sales. And Millennial customers “love” the closure because it’s so easy to open. “Boomers are curious, but accepting once they understand ZORK’s recyclable and performance benefits,” says Jack.

The Salerno brothers initially chose ZORK because differentiation is critical to the brand’s positioning. The closure consists of three components: an outer, tamper-evident cap; an inner foil oxygen barrier; and a plunger that “pops” when extracted without a corkscrew. “It attracts attention, which is great for sales,” Jack says.

Manzanita Creek Winery, which produces approximately 3000 cases annually, has created award-winning wines since beginning commercial production in 2002, including the San Francisco Chronicle’s top 100 list and multiple awards from Long Beach Grand

Cru Wine Competition, Pro Wine Buyers Competitions, and the Sonoma County Harvest Fair. In addition to its Zinfandels, the winery produces a Chardonnay, Petite Sirah, Pinot Noir, and a Syrah. “We use the best grapes that are grown in the best vineyards that Sonoma County has to offer,” says William, “and we ferment the grapes in both open and closed-top vats to produce robust wines that are never boring, boasting intense flavors that have captured the hearts of wine drinkers and wine judges.”

Jack is also a fan of ZORK’s easy application on the bottling line: “No muss, no fuss,” he says, “and we love Mario (Carofanello), ZORK USA’s Director of Sales.”

ZORK USA is a division of Portola Packaging, Inc., a U.S.-based global designer, manufacturer, and marketer of recyclable plastic closures, bottles, and related equipment and tooling used for packaging beverages, with a manufacturing plant in Tolleson, Arizona.

-endit-

Jack and William Saleno, Manzanita Creek Winery, 1441 A+B Grove Street, Healdsburg, California; 707.433.4052; info@manzanitacreek.com; www.manzanitacreek.com/

Mario Carofanello, ZORK USA Director of Sales, is located at 16584 Meadow Oaks Drive, Sonoma, CA 95476. Cell: 707.484.9683; Fax: 707.307.0226. Website: www.zorkusa.com/