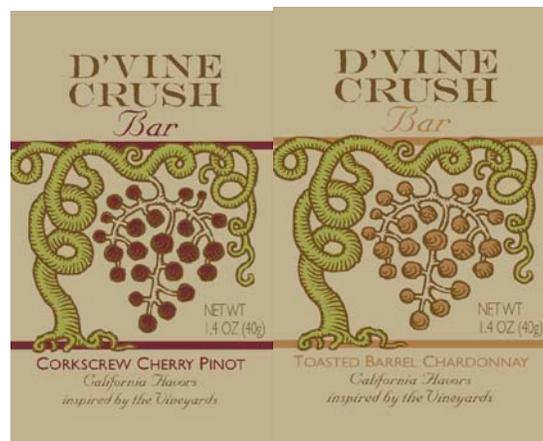


## Press Release

### D'Vine Crush launches two new Crush Bars(TM) at the Fancy Food Show.

San Francisco Calif. - January 8, 2013



**D'VINE CRUSH LLC**, headquartered in Northern California, located in the heart of one of the finest wine producing regions of the world, announced today the launch of its Crush Bars. The first two flavors are Corkscrew Cherry Pinot and Toasted Barrel Chardonnay. They will be participating, together with other California based specialty food companies, at the Winter Fancy Food Show in the Savor California booth located at space #304. D'Vine Crush's motto is "California Flavors Inspired by the Vineyards" and being a local company makes the San Francisco based Winter Fancy Food Show the perfect jumping off point to launch these specialty bars.

## About D'Vine Crush

**D'VINE CRUSH** is a family-owned specialty product company that was founded by Karen Schuler Hill after relocating to the west coast in 2009. The family embraced the Northern California lifestyle of readily available delicious, healthy and natural foods, great wine and quickly made the commitment to do their part to take care of the environment. They have achieved that by using the byproducts of grapes to create products that help reduce the wine industry's environmental footprint. Their products are both natural and sustainable.

**At D'VINE CRUSH** we produce natural food energy bars with wine flavor profiles, for example, Pinot or Chardonnay. Each bar is created to showcase the flavor notes of a particular wine varietal. One of the ways this is accomplished is by using wine flours, made from crushed wine grape seeds and skins, which are then dried and ground into flour. Other ingredients are added to each bar that reflects the flavors of the particular varietal. For instance, the Corkscrew Cherry Pinot highlights the cherry notes that are characteristic of Pinot Noir. And, like a fine wine, the flavor of these energy bars improves with age.

**D'Vine Crush** is busy ramping up production of their delicious Crush Bars so that they will be available to purchase very soon on their website or at select specialty stores.

FOR MORE INFORMATION CONTACT:

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