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SEGUIN MOREAU LAUNCHES “WINEMAKERS FOR GOOD WOOD” CAMPAIGN

Leading Cooperage Creates Online Platform for Winemakers to Share Best Practices

NAPA, CA (April 6, 2010) – Seguin Moreau, the world's leading supplier of French oak wine barrels, today unveils Winemakers for Good Wood, a first of its kind integrated marketing campaign designed to engage U.S. winemakers and to showcase why barrel selection is one of the most important decisions in the winemaking process. www.winemakersforgoodwood.com

Winemakers for Good Wood enables a dialogue among winemakers about the use of oak barrels. The campaign helps winemakers share their knowledge and unique perspectives on the important role that barrels play in the winemaking process. The campaign profiles cutting-edge winemakers who have selected Seguin Moreau oak barrels. The first winemaker profiled is Stephan Asseo, Owner and Winemaker at L'Aventure Winery, who describes the marriage of the vineyard's *terroir* with oak barrels.

“We launched Winemakers for Good Wood to give winemakers a collaborative forum to discuss trends, techniques, innovations, misconceptions, and winemaking philosophies that impact their barrel programs,” says François Peltreanu-Villeneuve, President and CEO of Seguin Moreau Napa Cooperage.

The campaign features several interactive elements:

- **Website:** Showcases influential winemakers and their perspectives on oak barrels, including selection, costs, research, types of barrels, toast practices, and more.
- **Facebook Fan Page:** A forum for discussing and commenting on best practices, such as consumer misconceptions on oak usage. www.facebook.com/pages/Winemakers-For-Good-Wood/321870048532?ref=ts
- **YouTube Channel:** Watch videos of winemakers describing how oak barrels affect their winemaking program. For example, Stephan Asseo describes the most important qualities of his barrels and how they impact his decisions on aging. www.youtube.com/seguinmoreauusa

Winemakers are encouraged to join their peers and sign up for the mailing list at www.winemakersforgoodwood.com.

About Seguin Moreau

Seguin Moreau has been the world's leading cooperage and supplier of French oak wine barrels for more than a century. In 1994, the company established the Seguin Moreau Napa Cooperage to support United States wineries and bring their cooperage operations closer to local winemakers. Classically trained in France and Scotland, the production team of coopers manufactures barrels ranging from 225L Bordeaux Export and Burgundy Export to exotic 500L barrels, including chateau transport and chateau traditional. French, American, Eastern European and Russian oaks from wood seasoned in the Seguin Moreau seasoning yards in Merpins, France and Perryville, Missouri are toasted to each winery's specification. www.seguin-moreau.fr/page_us.php?lang=us

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