

Trinity Oaks Announces 10 Million Trees Planted

One Bottle One Tree® Funds the Planting of a Tree for Every Bottle of Trinity Oaks Wine Sold

St. Helena, CA ([PRWEB](#)) October 28, 2013 -- Over the last five years, the Trinity Oaks wine brand has helped plant 10 million trees through its One Bottle One Tree® tree-planting program. The One Bottle One Tree® program started in 2008 and funds the planting of a beneficial tree for every bottle of Trinity Oaks wine sold in partnership with the non-profit organization Trees for the Future. The mission of the One Bottle One Tree® program is to help restore tree cover and to plant trees in areas of the world most in need of reforestation — primarily in tropical locations that have the most beneficial impact on the environment — by using agroforestry techniques tailored to the needs of the community.

On October 24, 2013, Trinity Oaks held a ceremonial tree planting to celebrate the milestone at Trinchero Family Estates' Main Street, St. Helena property in Napa Valley, CA. The commemorative 10 millionth tree was planted by Roger Trinchero, vice chairman and CEO of Trinchero Family Estates; Bob Torres, senior vice president of operations of Trinchero Family Estates; and John Leary, executive director of Trees for the Future. The Main Street property is also the location of the Trinchero Family Estates environmentally-friendly wastewater treatment system which has the capacity to process up to 250,000 gallons of water per day. The treated water provides reusable water and creates a natural habitat for wildlife. Water conservation is just one of the company's environmental initiatives, which also include such efforts as sustainable farming, energy conservation, pollution prevention, soil restoration, recycling, and alternative packaging. "Trinchero Family Estates has been in the Napa Valley community since 1948 and takes environmental responsibility very seriously," noted Bob Torres. "Through programs like One Bottle One Tree®, we can extend that commitment globally."

The Trinity Oaks portfolio of wines includes five varietals: Pinot Grigio, Merlot, Pinot Noir, Cabernet Sauvignon and Chardonnay. Trinity Oaks exclusively uses premium grapes sourced from some of California's best growing regions, including Napa and Monterey counties. Trinity Oaks' bottle labels and marketing materials are made from 100% post-consumer-recycled paper, and the capsule on every bottle is made from EarthFirst® PLA (Polylactic Acid) film which uses less energy and is made in a greenhouse neutral facility utilizing solar, wind, and other energy offsets. The material used in the capsule is certified compostable, and the aluminum top disk on the capsule is recyclable.

Trinity Oaks wines are available at restaurants, grocery and wine stores nationwide and retail for \$7.99. For more information on Trinity Oaks, visit www.TrinityOaks.com. To follow the One Bottle One Tree® tree-planting ticker, visit www.OneBottleOneTree.com.

IMAGES: To download this year's ceremonial tree planting in hi-resolution, click [here](#).

About Trinity Oaks

Trinity Oaks is wholly-owned by Trinchero Family Estates, Napa Valley vintners since 1948. The portfolio includes more than 30 brands such as Sutter Home, M nage   Trois, Trinchero Napa Valley, Napa Cellars, Terra d'Oro, SeaGlass, Folie   Deux, and the number one alcohol-removed wine, Fre. TFE markets and sells Joel Gott Wines; Bandit, Newman's Own, and The SHOW. TFE's import portfolio includes Angove Wines from Australia; Do a Paula wines from Argentina; Carmen Wines from Chile; Shatter Wines from France; Sugar Island Caribbean Rums; and CRUZ and Tres Agaves Tequilas from Mexico. Visit www.tfewines.com to



learn more.

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