



Meier's Wine Cellars
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FOR IMMEDIATE RELEASE

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**MEIER'S WINE CELLARS AND J.C. MEIER JUICE COMPANY ACCEPT TOP AWARDS!
WIN 7 AWARDS, INCLUDING 3 PLATINUM 'BEST OF SHOW' DISTINCTIONS
AT 2012 WORLD BEVERAGE COMPETITION**

Meier's Wines and Sparkling Beverages won six awards, including three Platinum "Best of Show" at the World Beverage Competition, proclaimed "The World's Largest Beverage Competition"™

Celebrating their 21st anniversary, The World Beverage Competition (WBC) tastings were held in multiple international locations. Judges, consisting of industry professionals from 7 different continents, evaluated the entries. The WBC anticipated upwards of 10,000 brands for competition entries.

"What a powerful showing of our quality wines and sparkling beverages!" exclaimed Meier's Winemaker, Bob Distler. "We are thrilled to receive the news of multiple awards in a variety of product categories to Meier's Wine Cellars and The J. C. Meier Juice portfolio."

Distinctions received include:

- **Platinum "Best of Show" White Wine** - Jakob Demmer Auslese
- **Platinum "Best of Show" Sparkling Wine** - Reiem Spumanté,
- **Platinum "Best of Show" Juice** - Meier's Essentials Sparkling Tamarind Horchata
- **Gold Medal Juice** - Meier's Signature Sparkling Pink Catawba
- **Gold Medal Dessert Wine** - Meier's #44 Cream Sherry
- **Silver Medal Red Wine** – Sinful Sangria
- **Silver Medal Juice** - Meier's Essentials Sparkling Cherry Apple

As described on the World Beverage Competition website, "the intense scrutiny by which these products are judged pays tribute to the quality derived from the manufacturers of these goods. No other beverage competition goes to the lengths that the World Beverage Competition strives for to insure a fair, complete and level competition for all the entrants. The World Beverage Competition is a member in good standing of the World Trade Organization and complies with all International law. With these safeguards in place, it is no wonder why the World Beverage Competition is accredited as the premier tasting event in the world of beverages, and why it is known as: "The Largest Beverage Competition in the World!"™

Vice President of Sales and Marketing, Paul T. Lux shared, "We at Meier's are proud to extend the tradition of producing award-winning, quality wine and specialty beverage products. Fostering innovation and keeping up with ever-changing consumer preference while continuing to appeal to our dedicated consumer is a delicate balance; we are happy to see that it is paying off."

Meier's Wine Cellars is the oldest and largest winery in the state of Ohio, producing award-winning heritage-rich, quality table wines, dessert wines, sparkling wines, specialty beverages, vermouths and sparkling non-alcoholic grape juice. Making wine and sparkling grape juice since 1890, our mission is to produce high quality wines from Native American grape varieties. Our wine list features over 45 wines including classic sweet, table, dessert and fruit wines under the Meier's label, as well as dessert wines for our 3 Islands Wine series and Reiem Sparkling Wines. We also produce 16 flavors of Sparkling Non-Alcoholic Beverage (juices) under John C. Meier Juice Company label.

Complete results of the 2012 World Beverage Competition can be found online at <http://www.beveragecompetition.com>. For more information about Meier's Wine Cellars and J.C. Meier Juice Company, visit our website at www.drinkmeiers.com or be welcomed at our tasting room in Silverton/Cincinnati, Ohio.

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About Meier's Wine Cellars and John C. Meier Juice Company

For more than 120 years, Meier's Wine Cellar and the John C. Meier Juice Company have produced premium quality fruit-based beverages, including 45 varieties of Wine, 16 varieties of Sparkling Juice and 3 Still Juices. In July of 2012, the Company completed development and released several new products, including their first 100% natural juice product line. In addition to being 100% natural, Meier's Essentials boasts no added sugar; no added color; and their signature "Sparkle," that has made the company a mainstay in the specialty beverage industry. Meier's Essentials is crafted in three special varieties.

In continuing a tradition of awards and recognition, Meier's has receive multiple awards in 2012, including Reiem Spumante Sparkling Wine received a Best of Show distinction at the Ohio Wine Competition, Sparkling Pink Catawba Juice received a Gold Medal at the 2012 Riverside (CA) International Wine Competition and at the 2012 World Beverage Competition. The company was founded in 1890 and continued through Prohibition, when John Conrad Meier discovered a method of bottling fresh grape juice while maintaining its delicate flavor. For more information, as well as product descriptions and general brand information, visit www.drinkmeiers.com.

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