



Kroger Unveils Six New Brands

April 2009

Kroger, in partnership with Winery Exchange, has developed their private label portfolio to impressive heights with nineteen private label brands on store shelves today; contributing to their overall success as having one of the most extensive private label programs in the industry. The expansion on Kroger's private label portfolio is a testament to their commitment to success and strong brand loyalty with their customers.



F.J. Serra

A pioneer of the American Wine Industry, Father Junipero Serra planted the first of California's vineyards. Named after a true trailblazer and visionary, F.J. Serra is a wine of passion and virtue. This dynamic Cabernet Sauvignon is a perfect complement to any feast.

Zinopolis

The vines have crept into the crevices of flavor and climbed their way to ambrosial heights, their chameleon-like character providing the perfect guise to conquer the ordinary world of wine with an extraordinary world of taste. Welcome to Zinopolis, a place where your palate reigns supreme and Zinfandel is always on the menu.



Platform 9

In the early 1900's, railroads of the Pacific lined the coast setting the foundation for a growing economy, the ticket to a revolution. The lavishly furnished railcars were decorated with oak and brass accents, rich and inviting, like the classic iron horses of their day. This captivating Merlot pairs perfectly with conversations among good friends. Next Stop Platform 9, destination home.

Hunters Grove

Enter the domain of Hunters Grove, a wooded sanctuary where commanding timberlands reveal pristine rows of vines nestled in the heart of The Valley. This outstanding California Chardonnay offers a rich, full palate ideal for pairing with chicken picatta or rich, creamy Alfredo pasta.



Hedgeline

A tribute to a diverse landscape of lush, mountainous highlands and arid, desert lowlands, the vines of the Pacific Northwest are unique in character and nature. The vineyards rooted here are bordered by a tapestry of hedges, dotted with colorful flowers and leaves of every texture intertwining to form the Hedgeline. Featuring five distinctive varietals: Chardonnay, Cabernet Sauvignon, Merlot, Riesling and Pinot Gris, Hedgeline offers esteem to the Pacific Northwest appellations of Washington and Oregon.

Snapping Turtle

As legend warns, never touch a Snapping Turtle – for if you do, it will not let go until thunder rumbles in the sky. Snap this wine up before thunder strikes again! With three celebrated varietals, Chardonnay, Merlot and Cabernet Sauvignon, Snapping Turtle is the stuff legends are made of.

