

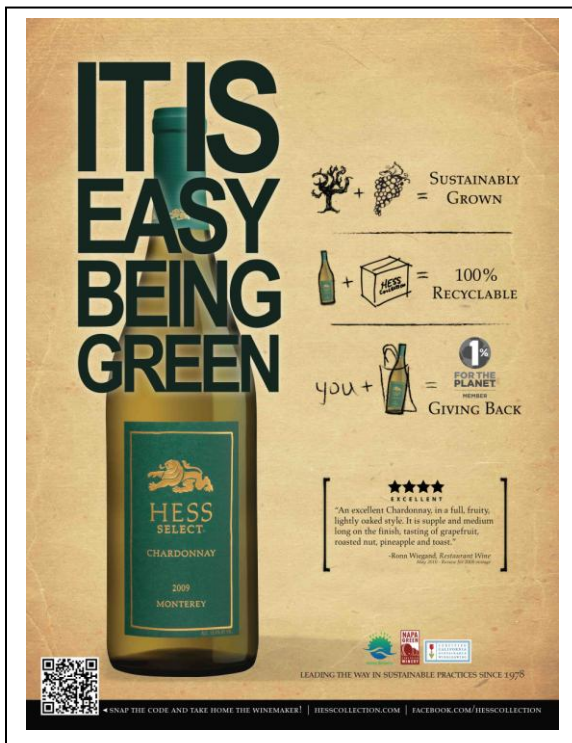


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Digital Art of Chardonnay Month POS available

## Hess Collection Debuts Chardonnay Month

*“It Is Easy Being Green” With Hess Select Chardonnay Set As Theme  
Napa Land Trust Will Benefit From Chardonnay Month Sales*



**Mount Veeder, Napa** — The Hess Collection will tell consumers that “IT IS Easy Being Green” during the winery’s annual Chardonnay focus month this spring.

The winery will donate one percent of profit of sales during March, 2011 for the Hess Select Chardonnay in the familiar emerald green label, as well as for the Hess Collection Napa Valley Chardonnay from the Su’skol Vineyard. Hess is a long-time member of the organization 1% For The Planet, and will donate to the Napa Land Trust on behalf of its trade and retail partners participating in the program.

A variety of point of sale materials is available to support Chardonnay month, which highlights this year participation by The Hess Collection as a certified

member of Napa Green and the California Sustainable Winegrowing Alliance, as well as other sustainable programs. Case cards, shelf and case talkers are among the tools designed for the program, accessible at [www.hesscollection.com/trade](http://www.hesscollection.com/trade).

A special QR code on selected POS materials will allow consumers using smart phone applications to jump to a specially created video featuring Hess winemaker Dave Guffy and viticulturist Sander Scheer sharing insights about Hess Select Chardonnay. Preview the video at <http://bit.ly/fXzWyB>

The Hess Collection has been an industry leader in sustainable practices since 1978.

Hess produces Chardonnay in distinct styles, including the Hess Select Chardonnay from Monterey, the Hess Collection Chardonnay from the Su’skol Vineyard in Napa, and the limited-release Hess Collection Mount Veeder Chardonnay. Learn more at [www.hesscollection.com](http://www.hesscollection.com)

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