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South Coast Winery Puts a New Twist on Its Bottles

FOR IMMEDIATE RELEASE

TEMECULA - South Coast Winery is putting a twist of its own on wine bottle closures. It is the first winery in the Temecula Valley and among only a handful statewide that is using screw caps rather than corks to seal its wines.

Winemaker Jon McPherson says the screw caps used in its Elevation label wines are easier to open and reseal and help prevent contamination and unwanted flavors.

“They are a nice way to insure to the consumer that these wines are going to be very sound,” he explained. “There’s no spoilage or taint from the cork.”

In as many as 6 percent of wine bottles with traditional corks, the wine can become contaminated with a chemical called trichloroanisole or TCA, which is the result of chlorine used in the manufacturing process reacting with mold in the cork.

The TCA then reacts with the wine, and an unpleasant musty taste and aroma develops.

The only other option beside screw caps is synthetic corks, which McPherson said have issues of their own. They are not as easy to remove and reinsert in the bottle and they have a limited shelf life of 16 to 18 months.

Initially the winery is using screw caps on its Elevation brand, which are consumer friendly, drinkable red and white wines – Sauvignon Blanc, Syrah and Merlot -- that are easy on the wallet with their \$12 price tag.

With its silk-screened topographic map of the Temecula Valley and screw cap, Elevation is designed to appeal to younger consumers with its unique packaging

and appeal. This crowd is not likely to be burdened by the perception held by some more experienced wine drinkers that screw caps mean cheap wines. McPherson points out that screw caps are the closure of choice for a wide range of food products such as salad dressing and pasta sauces so why not wine?

“There’s a reason why they are so popular,” he said. “They form a seal that is guaranteed.”

At some point, South Coast may expand the use of screw caps, which are less costly than traditional corks and tin capsules used in most wines.

Since most wines are consumed within 48 hours of purchase, McPherson believes screw caps make a lot of sense. Simply open it – you don’t need a cork screw – and drink. When you are done, reseal the bottle and put it in the refrigerator.

Ultimately, McPherson believes that screw caps make sense for about 75 percent of the wines out there that are not going to be cellared for any extended period of time.

For more information about this release, electronic photos or to schedule a private media tour of South Coast Winery Resort & Spa, contact Don McAuliffe at (951) 302-1045 or don@parallaxcommunications.com