

FREE THE GRAPES!: NATIONAL TOAST COMMEMORATES “GRAPE LIBERATION MONTH”

Celebrate the Fifth Anniversary of U.S. Supreme Court Wine Direct Shipping Ruling, and Stop the Monopoly Power Grab of HR 5034

May 12, 2010, Napa, CA – Free the Grapes!, the national grassroots coalition of wineries, consumers and retailers, has reason to celebrate and another challenge to oppose. In honor of the fifth anniversary of the landmark U.S. Supreme Court ruling in *Granholm v. Heald*, and to defy a federal bill seeking to erase consumer gains, Free the Grapes! is asking wine lovers from coast to coast to raise their glasses for a nation-wide wine toast. www.freethegrapes.org

National Toast on Sunday, May 16, 2010

Wine lovers are encouraged to get together with friends and family on Sunday, May 16 to celebrate the fifth anniversary of the U.S. Supreme Court ruling. Share thoughts and pictures on the Free the Grapes! Facebook page by telling us what wine you'll open (or opened) and with whom. The official toast to commemorate the occasion is as follows.

*In 2005, we were on the brink
Of being told what wine we couldn't drink.
But when the Supremes voted 5, we stood tall
Since grape liberation is good for us all.*

*To the winery who makes the wine
To the grape grower who walks the vine
To every wine lover from coast to coast
We raise our glass to Free the Grapes and toast!*

“In 2004, only 27 states allowed wineries to ship directly to consumers. Now, 37 states allow such shipments, which can reach 83% of American wine lovers. Although not all grapes are free, the number and diversity of wines available has expanded considerably,” said Free the Grapes! executive director Jeremy Benson. “We’re inviting American wine lovers to raise a glass to toast these achievements and to help stop HR 5034. The bill could reverse these gains and reduce consumer choice by offering federal backing to anti-competitive and discriminatory state alcohol beverage laws,” he added.

In the past three weeks, wine lovers have sent 25,000 letters to congress opposing HR 5034 “Raise a glass to freedom of (wine) choice,” concluded Benson. “The cause continues until all grapes are free. Cheers!”

For more information on Free the Grapes' response to HR 5034, visit http://www.freethegrapes.org/index.php?q=content/media_updates. Or connect with Free the Grapes! by signing up for the newsletter at www.freethegrapes.org on Facebook (www.facebook.com/freethegrapes).

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