

FAT *bastard* Supports National Breast Cancer Awareness Month

Wine brand kicks off 12th consecutive year of philanthropic fundraising

NEW YORK—September 4, 2014—FAT *bastard* wines will once again support National Breast Cancer Awareness Month, continuing their dedication to help raise awareness and funds for the breast cancer cause. During the months of September and October, FAT *bastard* will donate 25 cents for every bottle of FAT *bastard* sold in restaurants and retail locations, up to \$40,000.

The launch of this year's campaign marks the 12th consecutive year of the program and will bring the grand total of donations from the program to over \$750,000. One of the first wine brands to fundraise for the charity cause, FAT *bastard* wines will distribute the 2014 proceeds to both national and regional organizations.

“Over 230,000 women will be diagnosed with breast cancer in the United States this year making it the most common cancer among women,” said Christopher Li, M.D., Ph.D., Head of the Translational Research Program at the Fred Hutchinson Cancer Research Center, a beneficiary of campaign donations since 2004.

“While new treatments have improved breast cancer survival rates, more than 40,000 women in our country die of this disease each year,” continued Dr. Li. “The generous support of donors such as Fat *bastard* enable us to further life-saving research. We are proud and deeply thankful to have the brand as a long-lasting partner in the fight against breast cancer.”

“Fat *bastard* has been a valuable partner,” said Susan Simon, Program Director of the New York-based Maurer Foundation. “With their steadfast commitment to supporting our cause, we have been able to educate thousands of young people and adults in the tri-state area with lifesaving information about breast cancer prevention and early detection.”

FAT *bastard*'s popularity with consumers makes it one of the top-selling French wines in the United States. This is a compliment to FAT *bastard*'s consistent high-quality, fun and unforgettable name and consumer-friendly packaging. FAT *bastard* wines have received critical acclaim for their outstanding flavor profile and value in competitions and blind tastings.

Sourced in Languedoc-Roussillon, the FAT *bastard* wine collection consists of Chardonnay, Sauvignon Blanc, Pinot Noir, Shiraz, Merlot and Cabernet Sauvignon. For more information about FAT *bastard* wine please visit www.fatbastardwine.com, Facebook and Twitter @FATbastardwine, or call toll-free 1-800-859-0689.

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About The Winebow Group

The Winebow Group comprises a national importer and local distribution houses that offer comprehensive portfolios of fine wine and craft spirits from around the world. The company represents some of the most established, family-owned properties in prominent growing areas of cultural heritage, as well as a new generation of winemakers and distillers who are dedicated to innovations in quality. The Winebow Group's core values are based on a passion and knowledge for the products and regions represented, and outstanding customer service.

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