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LJ Crafted Wines Releases the “Growlette”

Smaller 375ml option provides two glasses of wine in a reusable glass growler

San Diego, Calif. (June 1, 2017)- LJ Crafted Wines announced today the introduction of the growlette, a 375ml version of their 1000ml refillable, eco-friendly growler.

The bulk of LJ Crafted Wines business is filling 1000ml growlers direct from the wine barrel via their patent-pending apparatus called a Wine Steward. The growlette will enhance this option at this popular urban winery in La Jolla, California allowing the customer to carry home a smaller volume or more variety in small volume.

LJ Crafted Wines identified a gap in their market for a smaller container designed for refilling with wines from their dozen barrels across a wide taste spectrum for off-premise consumption.

The growlette is expected to meet the needs of the consumer who desires to serve a total of two glasses of wine on an occasion. It is ideal for patrons who neither want a whole growler nor leftovers, for the wine imbiber whose partner may prefer a different favorite wine, and for those seeking to offer multiple wine pairings throughout a meal.

“With the addition of growlettes we continue our theme of selling wine in eco-friendly, re-usable bottles,” said Lowell Jooste, owner of LJ Crafted Wines. “The growler program represents the majority of our off-premise sales and we are happy to offer all customers the smaller growlette option so they can take a little of our tasting room home with them.”

There is a \$6.00 deposit for the growlette, and identical to the current growler program, when returned, the growlette is replaced by a sanitized one to refill. A filled growlette price will range from \$10-\$16, depending on the choice from the ever rotating wine selection direct from the barrel at LJ Crafted Wines. Wine Club members receive their 20% discount on purchase.

In addition to this new feature, LJ Crafted Wines has much to celebrate this year, with a double gold award for their 2013 Patient Terrier Pinot Noir, and 91 points and above achieved by several others of their wines.

For more information about LJ Crafted Wines, please visit: www.ljcraftedwines.com.

About LJ Crafted Wines

LJ Crafted Wines is a family owned and operated award-winning urban winery located in the beautiful coastal town of Bird Rock in La Jolla, California. Owners Lowell and Anne Jooste crafted the concepts for their business from their experience of managing family-owned Klein Constantia and Anwilka vineyards, which they shared with two eminent French winemakers. Lowell is fourth generation in a family dedicated to the wine business and developed deep roots in the international wine scene during his 20+ year career in South Africa. Open since the spring of 2016, LJ Crafted Wines has created a one-of-a-kind experience in wine. Limited release wines are made in Yountville, Napa from grapes bought from premiere vineyards in Napa & Sonoma, transported in their original barrels to the tasting room and served to customers directly via Lowell's innovative patent pending apparatus. Aptly named the "Wine Steward," it allows wine to be served from the barrel in which it is aging, while maintaining the integrity of the remaining wine. This novel system combines perfectly with the use of the refillable, eco-friendly growler, allowing customers to select re-fills from a dozen barrels of wine across a wide taste spectrum. LJ Crafted Wines has won three gold medals, two silver medals and scored 93 points from two different reviewers on their 2015 Pinot Noir from Patient Terrier vineyard in Russian River Valley, California, all reviewed from growlers. They are also the recipients of the rare double gold award for their 2013 Patient Terrier Pinot Noir. The custom designed tasting room is located two blocks from the ocean, has indoor and outdoor seating, and offers small seasonal gourmet plates and cheese boards. Well-informed wine associates lead guests through the regularly changing wine list. Club memberships are available. For more information, please visit <http://www.ljcraftedwines.com>

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