

## Media Release

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### FOR IMMEDIATE RELEASE

#### Fabboli Cellars Launches Bottle Return Program

**(Leesburg, VA)** In keeping with its company guidelines to run an environmentally friendly business, Fabboli Cellars has started a return program on its very popular Raspberry Merlot bottle. A \$1 refund is offered to customers for each bottle brought back. Because the bottle has a permanently imprinted label and the wine is non-vintage, this package can be reused. Owner and winemaker Doug Fabboli has experimented with cleaning procedures and is satisfied that this reuse program will be effective. Returning the bottle cuts down on processing and shipping needed to make new bottles. Fabboli says “This is just one area where we can do our part to make the earth a better place while offering our customers a small savings.”

The pilot program will run indefinitely, and will then be evaluated. Fabboli might include other future wines in the program based on evaluation results. “Bringing the bottle back gives our customers one more reason to come out and visit us at the winery and gives us a chance to make a difference for the planet.” Fabboli Cellars welcomes your comments and feedback.

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For more information on what other sustainable practices Fabboli Cellars abides by, please visit the website at [www.fabboli.com](http://www.fabboli.com)