

PRESS RELEASE

FOR IMMEDIATE RELEASE

OAKLAND WINE LOVERS WILL SOON HAVE OPTIONS TO REDUCE THEIR CARBON FOOTPRINT

Oakland, CA, (November 13, 2007) - Wine lovers of Oakland listen up. Before long you may have the ultimate source of great wine at a minimum GWP cost. That's GWP, as in Global Warming Potential, and what better way to reward your efforts at reducing global warming than a lovely bottle of Syrah, or Pinot Noir, produced right here, in downtown Oakland? Even better, you'll be able to keep your carbon footprint to a minimum by walking or biking to the winery and enjoy an estuary waterfront flanked by parks and trails that celebrate Oakland's history as a major port of entry for food, goods, and materials. Only now, we won't be shipping so much wine here. We'll be making it instead.

That's the vision of the Ninth Avenue Terminal Partners proposing the restoration of Oakland's last remaining port terminal into a Vintner's Hall, including a winery, tasting room, store, restaurant, and water recreation facility. By celebrating the artisan craftsmanship that went into the original building in the 1930's, NAT Partners want to create a local source of production for wine and other artisan food and drink. They want East Bay residents and visitors to think of the estuary as a destination spot, with all the benefits of open parklands, finely-crafted local wines, and delectable artisan food. Throw

in an afternoon of kayaking or sailing and you have an entire weekend's worth of pleasure, all without tackling the ins and outs of traffic to and from the East Bay or tallying up monstrous GWP points.

GWP's are a cause of concern to anyone interested in reducing their effect on global warming. They refer to the varying global warming potential of different gases: primarily fossil fuels, methane, and carbon dioxide. Dr. Tyler Coleman, wine appreciation instructor at NYU and the University of Chicago, and author of the award winning wine blog, Dr. Vino, just published a paper in the October 2007 issue of the American Association of Wine Economists with his colleague, Pablo Paster, titled "Red, White and 'Green': The Cost of Carbon in the Global Wine Trade." Together they devised a way to calculate carbon emissions from grape cultivation, the production of agrichemicals, combustion of fuel, fermentation, and transportation. They concluded that most of wine's GWP's are associated with the use of fossil fuels during transportation. And, one of the costliest and heaviest things to transport for wine is the glass bottle. Therefore, one of the most effective ways of reducing wine's carbon footprint is to eliminate as much transportation of heavy materials as possible. In large urban areas this may seem impossible, but in recent years a half-dozen or so local vintners have capitalized on this idea by bringing the grapes here, then turning them into award-winning wine. These crafty vintners are tucked away in several rather obscure locations right now. When Vintner's Hall is built, they'll have access to one location for shared production, equipment and visitors. Several trips of a grape-filled truck to one location uses far fewer

GWP's than many trucks, trains, ships, and airplanes going every which way, capped by bottled wine.

Vintners and wine drinkers aren't the only Oakland residents concerned about their carbon footprints. Michel Gelobter, Oakland resident and founder of Cooler, a company that calculates and compares the carbon footprint of countless consumable goods, recently launched his website, www.climatecooler.com. Though not yet rich in comparison of food, no doubt Mr. Gelobter will want to compare the carbon used in drinking local, rather than imported wines.

A Vintner's Hall along the Oakland Estuary sitting adjacent to a lovely park is certainly an intriguing picture. Wine lovers of Oakland stay tuned.

Media Contacts:

Tom McCoy, Ninth Avenue Terminal Partners, 1155 Third St., Suite 230, Oakland, CA 94607, 510-286-8200, ext 216, tmccoy@bbiconstruction.com

Moe Wright, Ninth Avenue Terminal Partners, 1155 Third St., Suite 230, Oakland, CA 94607, 510-286-8200, ext 215, mwright@bbiconstruction.com

Stuart Rickard, Ninth Avenue Terminal Partners, 1155 Third St., Suite 230, Oakland, CA 94607, 510-499-9400, stuart@placeworks.com

Laura Martinez, The Artisan Palate, 510-708-9389, laurammartinez@sbcglobal.net