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[The Road to \\$100 Million '20/20'](#) takes a closer look at some of the “Shark Tank” products made in America and the entrepreneurs behind them who brought jobs to small towns nationwide. ‘20/20’ Airs on the ABC Television Network, Friday, February 24, Starting at 9:00 p.m. EST

In 2017, Copa Di Vino and the Martin family journey continues with an abundance of upcoming projects that go beyond the Shark Tank. Copa Di Vino and the Martin family will be appearing on the upcoming two-hour *The Road to \$100 million - 20/20 Takes a Closer Look* that will air this coming Friday, February 24th, on our local ABC affiliate.

Recently, the Martins hosted the 20/20 production team at their historical Sunshine Mill Headquarters in The Dalles. The husband and wife duo behind Copa Di Vino, James and Molli Martin, sat down and shared their continued success story and spoke of their commitment to their vision of producing innovative Oregon wines. They also shared their continued focus on the community in The Dalles Oregon and The Gorge that they continue to call home.

“As we look towards our future, it remains deeply rooted in people as much as our wine,” said Molli Martin. Both Molli and James come from families who have called The Dalles their home for seven generations. They have strived to keep their family and business roots firm in the rich Columbia Gorge.

“What an incredible gift it is to be continually recognized,” said James Martin. “It is always such an honor to be an ambassador to this part of Oregon and our focus on keeping true to our “Made in Oregon” philosophy that was so important to my family and me. It was one of the main reasons that we turned down multiple offers on Shark Tank. The offers just didn’t align with our family’s goals of bringing jobs here to the area.”

Copa Di Vino was created seven years ago by James and Molli Martin, who “perfected the technology for above-premium-level wine, to be filled directly into a single-serve plastic contoured cup.” The Martin family have been the second largest wine producer in Oregon for the past three years. (OLCC Records) “The single serving market has become a little crowded” James explains, “we now have over 11 other single-serves in the market, yet we are still holding strong at number one, with 80% of that marketplace. With the launch of Keg/Tap wine in select markets, we are poised to keep innovating wine and offering consumers convenient options to enjoy premium wines in a unique way.”

“We have built a strong team that continues to honor our family's legacy by ensuring that our mission and focus remains deeply rooted in the Dalles. The Sunshine Mill project maintains its unwavering focus on revitalization and renewal of the downtown area, which better benefits all of our members in the community in The Dalles,” Mollie Martin said. Because of their project to create jobs, they estimate that they've brought over 3.2 million in state and government funds to The Dalles to create employment and tourism dollars.

The revitalization of the Sunshine Mill has taken a former eyesore and transformed the historic property into what is now a thriving tourist destination serving their local wines. The project has helped reshape the landscape and add jobs to the former abandoned mill that was once the home of Cheez-It Crackers. It has created a flourishing tourist destination to the once abandoned area. “This has been among the most exciting and rewarding experiences of our family,” said Martin.

The renewal project contributed to the building of the main riverboat landing dock which is seeing multiple cruise ships from March-October stop in The Dalles and see the city. What was once just an idea and vision, is now a real and seemingly immeasurable positive economic impact. The Martins credit the support of the Urban Renewal program loan of \$500,000 for the Sunshine Mill project. This has allowed for the rehabilitation and conversion of the old mill that now houses their Headquarters, and has aided to the growth that is seen today. To date the Martins have repaid over \$426,974.50 plus interest, with all the principal paid back to the Urban Renewal Agency.

Copa di Vino (The Shark Tank product that got away!) is the product that has allowed the Martins to continue to develop and improve the Sunshine Mill property. The Martins dream of bringing on continued wine varietals and offerings will keep their roots grounded in the Columbia region as they expand into the 8th generation. This past year they welcomed their granddaughter Cora, who will make her onscreen appearance this Friday, and will bring the next generation into the family business.

For more information about Sunshine Mill and Copa Di Vino visit www.sunshinemill.com or www.copadivino.com.

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