



NINE WALKS 2010 SAUVIGNON BLANC LAUNCHES IN THE U.S.

A Refreshing Escape in a Glass Starts with the First Sip

NEW YORK, June 28, 2011— Just in time for the summer heat, Nine Walks Sauvignon Blanc is hitting the shelves and – with its crisp, citrus flavor – is bringing a bit of New Zealand calm to chaotic U.S. consumers.

Imported in the U.S. by W.J. Deutsch & Sons, Nine Walks Sauvignon Blanc hails from New Zealand’s renowned Marlborough region and is poised to take advantage of the region’s growing popularity. According to AC Nielsen, New Zealand Sauvignon Blanc volume has grown more than 66 percent in two years, more than 50 percent of which has come from products priced between \$9.00 and 10.99. Nine Walks will retail for \$10.99 (750 ml).

“Nine Walks is inspired by the 9 Great Walks of New Zealand which encompass some of the most scenic parts of New Zealand's back country,” said Lily Volpe, Director of Innovation, who spearheaded Nine Walk’s development. “From ridgelines to beach coastlines and volcanoes to glaciers, the walks are said to refresh the mind and rejuvenate the soul, and that experience is brought to life in each sip of Nine Walks. We are confident that this is a connection that will resonate with busy women, who are the consumer target.”

This exceptional wine is anchored at the zesty, fresh end of the flavor spectrum but also exhibits upfront herbal aromas; lush, intense tropical aromas, and crisp, citrus fruit

flavors, which make it the ideal accompaniment to a casual meal, particularly grilled foods.

"What's just as appealing as its great taste is the fact that Nine Walks has an abiding commitment to sustainability and its products are grown under Sustainable New Zealand practices," Volpe adds.

Nine Walks will be on retail shelves this summer.

About W.J. Deutsch:

W.J. Deutsch & Sons, Ltd. was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009 Deutsch announced the expansion of the award-winning company to include a separate Spirits Division, W.J. Deutsch Spirits LLC. Deutsch's wines and spirits are sold to the trade with well-planned marketing support and are offered to U.S. consumers at fair market prices. Today the company is renowned for its brand-building prowess and its ability to meet the needs of the modern consumer. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirit industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Bubbles; California: Girard Winery, Windsor Sonoma, Sonoma Coast Vineyards, Kunde Estate, Joseph Carr and Josh Cellars; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Patch Block, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, Villa Pozzi; New Zealand: The Crossings; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramon Bilbao Vinos y Vinedos (Rioja), and Volteo (Castilla); Chile: Llai Llai; Argentina: Ruta 22, and award-winning spirits from Landy Cognac (France), Luksusowa Vodka (Poland), The Original MOONSHINE (USA) and Villa Massa (Italy). <http://www.wjdeutsch.com>

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