

H NOB B

IMPACT HOT PROSPECTS AWARDS 2009



October 2010

MARKET WATCH

MARKET INTELLIGENCE ON WINE, SPIRITS AND BEER

NAMES HOBNOB A 2009 "HOT PROSPECT" WINE BRAND

FOR OUTSTANDING PERFORMANCE IN THE MARKET PLACE

QUALIFYING CRITERIA:

Consideration for this prestigious award is based on depletions greater than 50,000 cases but no more than 200,000 in 2009, and at least a 15% growth in 2009 plus consistent growth in 2008. This honorable award also recognizes brands that are considered to be some of the nation's most promising.

A special thank you and recognition to trade partners across the country for their extraordinary sales efforts and for contributing to HOBNOB's ongoing success!

ABOUT MARKET WATCH:

Devoted to analyzing and tracking trends in the liquor and alcohol industries. Edited for retailers, restaurateurs, food and beverage directors, as well as commissioners and the key decision makers who account for the majority of alcoholic beverage sales. MARKET WATCH's Hot Brand Awards, Blue Chip Brands, and Hot Prospects are the industry's most exciting and valued brands, quantified each year by Impact and published in MARKET WATCH.

MARKET WATCH CIRCULATION:

MARKET WATCH reaches 53,000 (with a passalong of 135,000+) off-premise retailers and on-premise operators, presidents/owners, general manager/directors, F&B directors and store managers (BPA). MARKET WATCH is the only trade magazine reaching both off-premise retailers and on-premise operators.

ABOUT HOBNOB WINES:

HOBNOB is a new-world wine that personifies a social-style and appeals to today's young adult wine drinkers ("Millennials"). Through its modern, hip and stylish label, HOBNOB appeals to these next generation style-conscious consumers whom choose HOBNOB to be "at the center of it all." Varietals include Pinot Noir, Chardonnay, Cabernet Sauvignon, Merlot & Shiraz.

- HOBNOB continues to grow in double digits +30%* and is on its way to 150K+ depletions

Call your Distributor Representative to place your HOBNOB order today!

AT THE CENTER OF IT ALL



HOBNOBWINES.COM

*SOURCE: Nielsen, FDL, L52 wks ending 9/21/10

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