

187 mls [yellow tail][®] MINIs



KEY SELLING POINTS

- Meets consumer needs for convenience, portion control, and a new channel opportunity on-premise or sporting arenas
- 187mls are growing faster than total table wine
 - 1.65M Nielsen case category
 - Category is growing at 9.3%
- [yellow tail] is poised to become a leading brand in this segment in Year 1
 - As the top selling Shiraz in the US, MINIs allow us to create excitement and interest for Shiraz in the 187ml format that no one else has successfully done
 - Sutter Home leads 187ml brands with 46% share of the category
 - Top 5 brands make up 88% of the 187ml category

CHARDONNAY



- 100% Chardonnay
- 100% from Australia
- 2010 vintage
- Available in packs of 4
- Screw-cap closure
- 13% Alcohol

yt Chardonnay 187ml
 UPC: 031259032894
 UPC 4pk: 031259032900
 SCC: 10031259032907

SHIRAZ



- 100% Shiraz
- 100% from Australia
- 2010 vintage
- Available in packs of 4
- Screw-cap closure
- 13.5% Alcohol

yt Shiraz 187ml
 UPC: 031259032924
 UPC 4pk: 031259032931
 SCC: 10031259032938

*Source: Nielsen 52 weeks ending 7/23/11

[yellow tail][®] the [go-to][™]