

Packaged to Sell



Background

- * The Spanish wine category as a whole is up +0.4% vs same period last year*
 - ~ The Tempranillo varietal is +26.8% vs same period last year!*
- * Volteo is on fire! +256% vs same period last year!*
- * Our Wooden Box is the perfect way to display Volteo and Ramón Bilbao this holiday selling season



Details

- * Two brands offered:
 - ~ Volteo: Tempranillo, Tempranillo Cabernet Sauvignon and Blanco
 - ~ Ramón Bilbao: Crianza and Limited Edition
- * Each box holds 12 bottles of the same brand and varietal

Timing

- * See your local sales representative to place orders
- * Wooden boxes arrive at warehouse week of 9/1/10
- * Program in market 9/15/10 to 12/31/10



Ramón Bilbao
Crianza



Ramón Bilbao
Limited Edition



Volteo Tempranillo



Volteo Tempranillo
Cabernet Sauvignon



Volteo Blanco