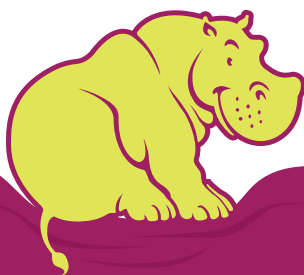


a new twist for FAT *bastard*[™]

FAT *bastard*'s full-bodied freshness will now be available with convenient screw caps.



Benefits of Screw Caps

- Preserves freshness more evenly
- Maintains the bouquet and flavor profile that our winemaker intended
- No cork taint
- Easy storage and added convenience (no corkscrew necessary!)
- Perfect for “drink-now” style wines, like FAT *bastard*
- Retains FAT *bastard*'s easy-drinking and friendly image



Live Large with FAT *bastard* wine

- 3rd Best-Selling French Brand
- #1 Best-Selling French Chardonnay, Shiraz, Merlot and Cabernet Sauvignon
- Chardonnay is the #7 Best-Selling French SKU

AC Nielsen, US Food and Liquor, 52 weeks ending 3/5/2011

For more information please contact your Winebow International Collection sales representative.