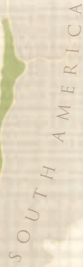


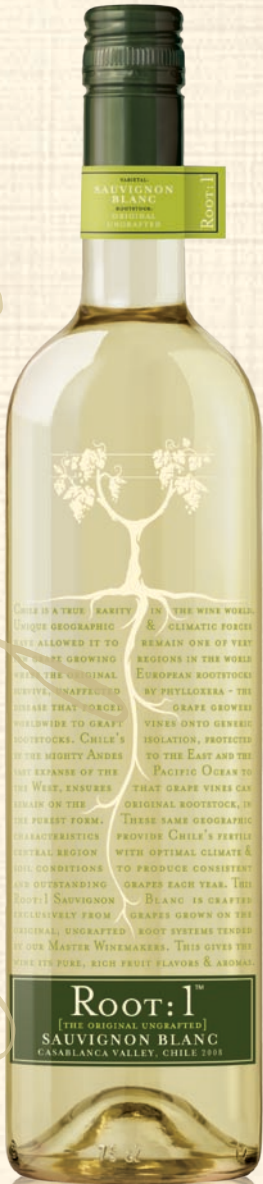
Root:1
[THE ORIGINAL UNGRAFFED]

EXPECT LIVELY SALES
WITH *crisp*
SAUVIGNON BLANC
FROM ROOT: 1

Casablanca Valley,
CHILE



Sauvignon Blanc



PREMIER ACCOLADES

“Lively & fresh with clean grapefruit & peach fruit flavors” — Anthony Dias Blue

The fresh style of Root: 1 Sauvignon Blanc has earned praise from consumers and critics alike. The 2007 vintage of Root: 1 Sauvignon Blanc received a score of 90 points from Anthony Dias Blue of Patterson’s Tasting Panel and Four Stars from Restaurant Wine Magazine.

BEST-SELLING BRAND

In just a year and half since its introduction, consumer preference has made Root: 1 Sauvignon Blanc America’s fastest-growing and second best-selling super-premium Chilean Sauvignon Blanc. Root: 1 Sauvignon Blanc pairs perfectly on the shelf with Root: 1 Cabernet – the best-selling, super-premium imported Cabernet in the US.

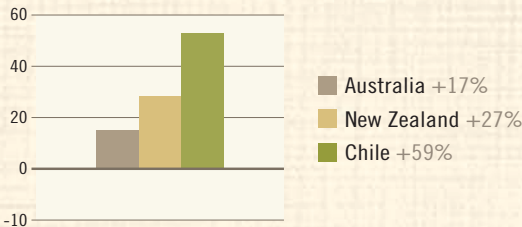
SUSTAINABLE VITICULTURE

Root: 1 wines are produced within the philosophy of sustainable viticulture, ensuring that all farming and winemaking practices are specifically tailored to nurture the unique attributes of each vineyard, the environment and the local community. The results of this careful stewardship are evident in the consistent high quality found in every bottle of Root: 1 wine.

CRISP SALES

Root: 1 Sauvignon Blanc is the 2nd Best-selling Chilean Sauvignon Blanc over \$10 and the fastest growing. Sales of imported Sauvignon Blanc are growing at almost 4 times the rate of domestic sales. Within this fast-paced category, Chilean Sauvignon Blanc tops the growth charts.

SALES GROWTH BY ORIGIN –
IMPORTED SAUVIGNON BLANC \$9 AND OVER



Source: AC Nielsen, 52 weeks ending September 2008

Root:1

[THE ORIGINAL UNGRAFTED]



Character comes from your roots

While most vineyards around the world are planted on grafted rootstock, estate-grown Root:1 wines are cultivated on original, ungrafted roots, producing outstanding quality wine with pure, fruit flavors and aromas.

CASABLANCA VALLEY, CHILE

The Casablanca Valley is widely recognized as one of the best spots in the world for growing Sauvignon Blanc. The estate vineyards of Root:1 are located in the Tapihue region of Casablanca, where coastal breezes, intense sun and cool evenings provide the perfect microclimate for producing the crisp, fresh style of Root:1 Sauvignon Blanc.

TASTING NOTES

Elegant and crisp with citrus notes and a fresh, clean finish.

FOOD PAIRINGS

Root:1 Sauvignon Blanc is an exceptionally versatile wine that pairs perfectly with chicken Caesar salad, grilled fish, seafood and creamy pasta sauces.

ROOT:1 POS

- a. HEADER CARD
12" x 15½", pack of 5
- b. SHELF TALKER
2½" x 3¾", pack of 12
- c. COASTER
3½" x 3½", pack of 50



PACKAGING AND PRICE

Packaging:
Silkscreened, clear Bordeaux bottle with distinctive neck tag and Stelvin screw top closure

UPC Code:
7 50625 65111 7

SCC Code:
10750625651114