

Root:1
[THE ORIGINAL UNGRAFTED]

INTRODUCING

A *fresh*
NEW CHARDONNAY
FROM ROOT: 1

Casablanca Valley,
CHILE



SOUTH AMERICA

BEST-SELLING BRAND

Root: 1 – America’s best selling super-premium imported Cabernet brand – is proud to announce the launch of a fresh new Chardonnay. Delight your consumers with a new varietal from their favorite brand!

SUPER-FRESH STYLE

Root: 1 Chardonnay’s lightly-oaked, balanced style offers an elegant, new world alternative to the more heavily-oaked character of most domestic Chardonnay. The fresh, food-friendly elegance of Root:1 showcases the delicious fruit flavors of Chardonnay that your customer loves without the added weight of too much oak.

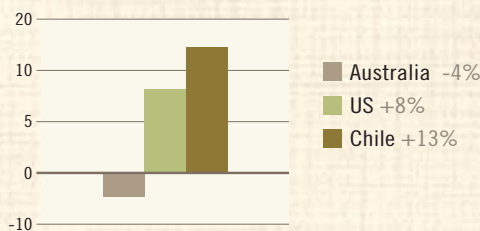
SUSTAINABLE VITICULTURE

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.

MUCH-LOVED FAVORITE

Chardonnay is America’s best-selling white wine. Consumers are buying new styles of their long time favorite varietal and are particularly interested in the fresh profile of wines from South American regions such as the Casablanca Valley.

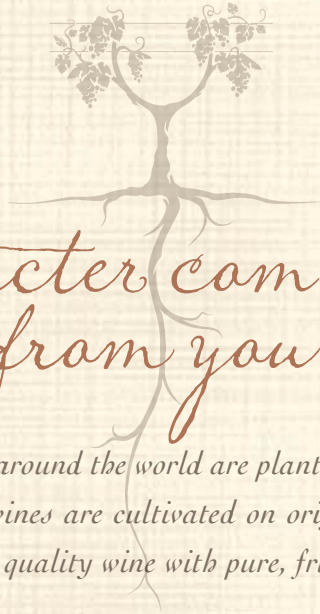
SALES GROWTH BY ORIGIN –
CHARDONNAY \$9 AND OVER



Source: AC Nielsen, 52 weeks ending September 2008



Chardonnay



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

Casablanca Valley is renowned as the cool climate home of the best white wines in South America. The estate vineyards for Root:1 Chardonnay are located in Tapihue, a central portion of the Casablanca Valley that sits less than 15 miles from the Pacific Ocean. Coastal breezes, intense sun and cool evenings provide the perfect microclimate for producing bright, fresh and fruit-expressive Chardonnay.

TASTING NOTES

An expressive and balanced Chardonnay with melon, honey and toasted hazelnut flavors.

FOOD PAIRINGS

Serve as an aperitif or with light pasta, grilled seafood, chicken or salad dishes.

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:

Distinctive silkscreened bottle with signature Root:1 neck tag and natural cork closure

UPC Code:

7 50625 65121 6

SCC Code:

10750625651213