

Root:1
[THE ORIGINAL UNGRAFTED]

DISCOVER THE
smooth
TASTE OF ROOT: 1
CARMENERE



UNIQUE VARIETAL

Americans are looking for new and interesting wines to try. Root:1 Carmeneré is the perfect choice, combining a unique South American varietal with classic Bordeaux roots.

TOP-SELLING BRAND

In just three years since its introduction, consumer preference has made Root:1 America's best-selling and fastest-growing super-premium imported Cabernet.

SUSTAINABLE VITICULTURE

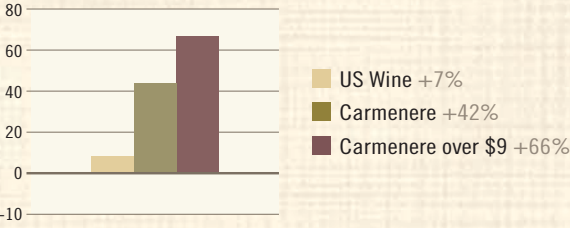
Root:1 wines are produced within the philosophy of sustainable viticulture, ensuring that all farming and winemaking practices are specifically tailored to nurture the unique attributes of each vineyard, the environment and the local community. The results of this careful stewardship are evident in the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

RICH CATEGORY

Carmeneré sales growth outpaces the wine category as Americans discover the smooth appeal of Chile's signature varietal.



SALES GROWTH OF CARMENERÉ
IN US GROCERY



Source: AC Nielsen, 52 weeks ending September 2008



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.

CARMENERE – CHILE'S SIGNATURE VARIETAL

Originally from Bordeaux, Carmenere was imported to Chile in the 19th century. Wiped out in Europe by phylloxera and misidentified as Merlot in South America, it was thought to be extinct until it was rediscovered in Chile in 1994. Once correctly identified and cultivated, viticulturists discovered that Chile's long growing season is ideally suited for the slow-ripening Carmenere grape. The lush fruit flavors and soft tannins of Root:1 Carmenere are proof that the "lost grape of Bordeaux" has finally found its perfect home.

TASTING NOTES

Deep red color, with gentle tannins and rich flavors of plum, blackberry and spice.

FOOD PAIRINGS

Root:1 Carmenere pairs well with pasta, vegetable soup, spicy entrees and grilled meats. Its unique character pairs perfectly with ingredients that are difficult to match such as garlic, bell peppers, fresh herbs and eggplant.

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



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PACKAGING AND PRICE

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

UPC Code:
7 50625 65131 5

SCC Code:
10750625651312