

# Root:1

[THE ORIGINAL UNGRAFTED]

## EXPERIENCE

# rich SALES

## WITH ROOT: 1 CABERNET

*America's best-selling, super-premium imported Cabernet*

Colchagua Valley,  
CHILE



### TOP-SELLING IMPORTED CABERNET

In just three years since its introduction, Root: 1 is America's best-selling, 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.

### EXCEPTIONAL QUALITY

*"I triple-checked the price because I couldn't believe this much depth of flavor could be found in a \$12 wine... Root: 1 is polished, complex, concentrated and balanced and the flavors are serious and savory."*

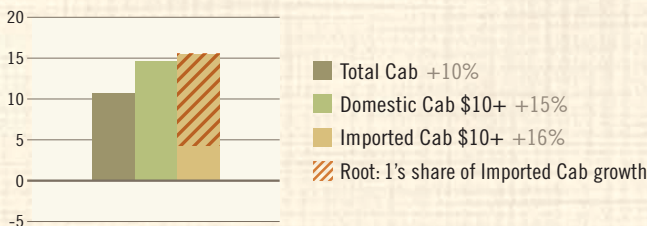
– USA Today review of Root: 1 Cabernet (2004 vintage), September 2006



### HOT PROSPECT

Root: 1 was named a "Hot Prospect" by Impact Magazine in recognition of the brand's impressive growth and consumer following. Root: 1 accounts for 30% of all super-premium Chilean Cabernet sold in US Grocery and is driving double-digit growth in the imported Cabernet category.

SALES GROWTH OF CABERNET \$10 AND OVER



Source: AC Nielsen, 52 weeks ending October 8, 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.

### COLCHAGUA VALLEY, CHILE

Located along the Tinguiririca River between the massive Andes Mountains and the Pacific Ocean, the warm and dry *El Suspiro* vineyards of Root:1 are renowned for producing outstanding red wines with rich color, full body and varietal character. In this unique valley, the steep and rocky soil maintains moisture for the vines during the intense summer heat while the coastal mountains temper the cool maritime influences of the Pacific.

### TASTING NOTES

Rich in color with dark cherry, black currant and chocolate notes.

### FOOD PAIRINGS

Serve with full flavored cheeses, pasta with red sauce, steak, ribs and chocolate.

### 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 65101 8

#### SCC Code:

10750625651015