

Root:1™
[THE ORIGINAL UNGRAFTED]



EACH BOTTLE CONTAINS:

Full Flavor,
True Character
& *Increased Sales*

Cool WHITES



SPRING & SUMMER 2010

COOL BREEZES, TRUE CHARACTER & FRESH TASTE

The Casablanca Valley has sunny, clear skies and cool maritime breezes that produce bright, expressive and refreshing white wines with a crisp, fresh profile.

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SAUVIGNON BLANC & CHARDONNAY

- A. NECK HANGERS
2½" x 6", pack of 12
(available in 2 varietals)
- B. CASE CARD
10" x 13", pack of 10
(dual sided)
- C. \$2 OFF COUPON
NECK HANGER
(wine purchase required)
2½" x 6", pack of 24
- D. SHELF TALKERS
3" x 4", pack of 12
(available in 2 varietals)
- E. COLD BOX CLING
5" x 5", pack of 12
(available for Sauvignon
Blanc only)



\$2 Off Ice
Wine Purchase req.

Rich REDS



FALL & WINTER 2010

BRIGHT SUNLIGHT, TRUE CHARACTER & FULL FLAVOR

The Colchagua Valley is renowned for its warm, dry growing season with intense sunlight that results in rich vibrant fruit, concentrated flavors and a full-bodied character.

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CABERNET SAUVIGNON & CARMENERE

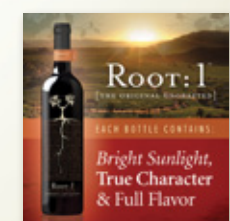
- A. NECK HANGERS
2½" x 6", pack of 12
(available in 2 varietals)
- B. CASE CARD
10" x 13", pack of 10
(dual sided)
- C. \$2 OFF COUPON
NECK HANGER
(wine purchase required)
2½" x 6", pack of 24
- D. \$3 OFF MAIL IN REBATE
NECK HANGER
(wine purchase required)
2½" x 6", pack of 24
- E. SHELF TALKERS
2½" x 6", pack of 12



\$2 Off Chocolate
Wine Purchase req.



\$3 Off Meat or Poultry
Wine Purchase req.



CHILE

Casablanca Valley ●

Colchagua Valley ●

SOUTH AMERICA

INGREDIENTS for *Success*



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.

Award-winning packaging, outstanding flavor profiles in high demand varietals at a value price, each bottle contains the perfect ingredients for success.

ROOT:1 CABERNET SAUVIGNON ▶

America's best selling imported Cabernet +\$10.

NEW! ROOT:1 CARMENERE

Sales of Carmeneres in the U.S. are growing faster than sales of any other Chilean variety.



◀ ROOT:1 SAUVIGNON BLANC

America's 2nd best selling Chilean Sauvignon Blanc +\$10.

NEW! ROOT:1 CHARDONNAY

Chardonnay is still the most popular white varietal in the U.S., and accounts for 30% of all white wine consumed.



Sources: A.C. Nielsen 52 weeks ending 12/09/09, 2009 Chilean National Customs Service, Impact Databank 2009

Root:1™
www.root1.com

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