

HAND-CRAFTED wines that **HONOR** and reflect the rich **TRADITION** of winemaking at the Asti Winery



INTRODUCING CELLAR NO. 8 PINOT GRIGIO

Domestic \$8–\$10 is a Hot Price Segment!

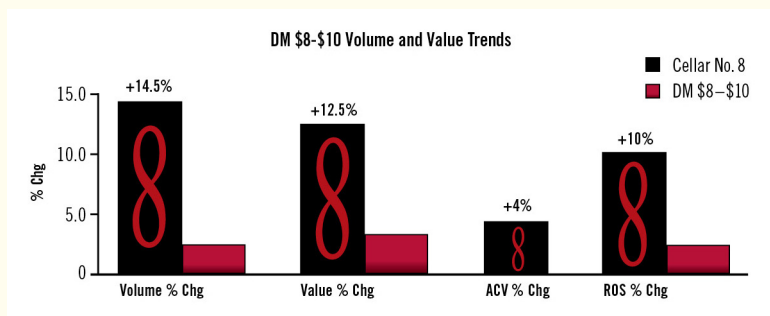
- The segment is up +3% in dollar volume over the past year

Pinot Grigio is one of the fastest-growing varietals in Domestic \$8–\$10!

- Pinot Grigio is +8% in dollar volume over the past year
- Very few lifestyle brands offer Pinot Grigio — room on the shelf!

Cellar No. 8 is outpacing the segment!

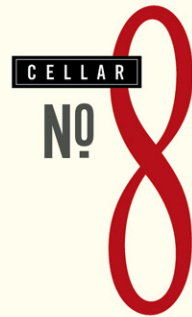
- Cellar No. 8 is growing dollar volume +12.5% over the same period!
- Cellar No. 8 is outpacing the segment on volume, value, ACV and Rate of Sale Growth!



Source: Nielsen Food Drug Liquor, 52 W/E 12/12/09



Build on Cellar No. 8's amazing growth with a unique opportunity varietal — Pinot Grigio!



CELLAR NO. 8 is a boutique wine gem targeting the hottest consumer segment, **MILLENNIALS**



MILLENNIALS

- The 2nd largest group after Baby Boomers
- Spending more than ever before on wine
- Crave information, authenticity and honesty

CELLAR NO. 8

- Founded in 1881 by an Italian immigrant, Andrea Sbarboro
- Is made at the Asti Winery, a winery founded around the art of winemaking, and has a rich, intriguing history



CELLAR NO. 8

Pinot Grigio | 13.5% Alcohol
Appellation: California
Vintage: 2009

List Price: \$XX.XX

TASTING NOTES

This wine displays tropical notes of pineapple and a hint of jasmine on the nose. Crisp and light, its citrus characteristics open to a clean, refreshing finish.

Bottle Size: 750ml

Cases per Layer: 16

Case Pack: 12 pack

Layers per Pallet: 4

Case Volume: 9L

Cases per Pallet: 64

Case Dimensions: 12.4" x 9.4" x 12.4"

UPC: 089819540020

Case Weight: 34.3 lbs

SCC: 10089819540027

Cube: 0.84

Product Code: 424288



Enjoy
Responsibly