

CELLAR

NO



**A GREAT DISCOVERY WHICH JUST MIGHT BECOME YOUR NEXT TRADITION**

**ORIGIN/DESCRIPTION**

Cellar No. 8 wines are crafted at the historic Asti Winery in Sonoma County, established in the 1880s. Applying time-honored methods and expertise, founder Andrea Sbarboro and fellow Italian immigrants formed an entire community around the art of winemaking.

Cellar No. 8 makes only red wines - Cabernet Sauvignon, Merlot, and Zinfandel - which deliver rich flavors of cigar, spice, leather, earth, and chocolate. Whether relaxing in your favorite leather chair or barbecuing with friends, Cellar No. 8 is a great discovery which might just become your next tradition.

**WHY CELLAR NO. 8?**

**CONSUMER FRIENDLY, LIFESTYLE WINES**

Tailored to the market's sweet spot in terms of both price and palate!

**LIMITED PRODUCTION**

Provide your customers with the thrill of a great discovery

**RED WINES ONLY**

Perfectly targeted to the rapidly increasing number of "reds only" consumers

**PRODUCT FACTS**

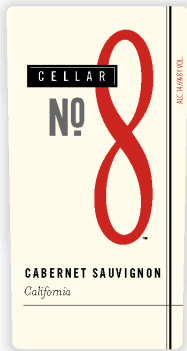
BRAND OBJECTIVES	<ul style="list-style-type: none"> <li>• Re-launch the brand in its new \$9.99 retail and \$6-8 WBTG price category</li> <li>• Build the brand in key Broadmarket, On Premise, and Specialty Retail accounts where it can be hand sold</li> <li>• Leverage the appeal and recognition of the package</li> </ul>
DIFFERENTIATING PROPOSITION	Cellar No. 8 is a terrific discovery that is just my style: independent, robust, unpretentious & red
PRODUCTS/TIERS	Reds only: <ul style="list-style-type: none"> <li>• Cabernet Sauvignon</li> <li>• Merlot</li> <li>• Zinfandel</li> </ul>
BRAND ESSENCE	Red, independent, discovery, masculine
COMPETITIVE SET	Ravenswood, Cline Red Truck, Coppola Diamond Series, Rancho Zabaco
CONSUMER TARGET(S)	30-45 year old independent, unpretentious, self-made male red drinkers looking for something out of the ordinary
CHANNEL STRATEGY	45% Specialty/Broadmarket, 30% Grocery, 25% On Premise, 0% Club
KEY ACCOLADES	Cellar No. 8 exudes a quiet confidence. Straightforward, unpretentious wines that refuse to conform to convention or fashion. Cellar No. 8 makes only red wines – Cabernet Sauvignon, Merlot, and Zinfandel – which deliver rich flavors of cigar, spice, leather, earth, and chocolate. Whether relaxing in your favorite leather chair or barbecuing with friends, Cellar No. 8 is a great discovery which might just become your next tradition. – <i>Ernest Hemingway</i>
MERCHANDISING STANDARDS	<b>Shelf Standards</b> Eye-level adjacency to Ravenswood, Coppola Diamond Series, \$12+ reds. Avoid bottom shelf, <\$12 wines, and other FWE products.  <b>Floor Display Standards</b> <ul style="list-style-type: none"> <li>• Obtain 8+ case displays. Priorities are Cabernet, Merlot, and Zinfandel</li> <li>• Drive wines to the floor using the "8" rack and seasonal promotions</li> </ul> <b>On Premise</b> <ul style="list-style-type: none"> <li>• BTG and by-the-bottle offerings in casual and fine dining accounts</li> <li>• Steakhouse and country club BTG programs (masculine audience)</li> <li>• Wine list description guidelines: "Cellar No. 8" or "Cellar Number 8"</li> </ul>
ADVERTISING	Full-color ads in <i>Wine Spectator</i> and other men's lifestyle publications

## THE WINES

Cellar No. 8 wines are made from grapes grown in California's North Coast appellation, which consists of coastal and inland valleys and hillsides in Napa, Sonoma, Mendocino and Lake Counties. Cellar No. 8 wines highlight the classic flavors of each varietal, and deliver rich, robust flavors that are enhanced by oak barrel aging.

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### CABERNET SAUVIGNON

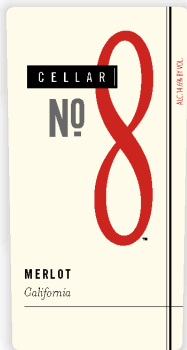
Vibrant aromas of plum and black cherry greet the nose and follow through on the palate. Layers of spice and round tannins integrate with flavors of chocolate. **PROGRESSIVE WINE LIST:** Dry, medium to full intensity red wine

**APPELLATION:** California

**BLEND:** Cabernet Sauvignon 88%, Petite Sirah 8%, Cabernet Franc 4%

**ALCOHOL:** 13.8%

**COOPERAGE:** Aged 13 months in French and American oak barrels



### MERLOT

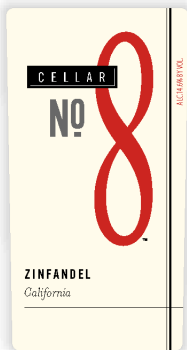
Aromas of dark cherry and berry fruit come to life with lingering flavors of cassis and soft spices. Roasted coffee and brown spices greet smooth tannins and a long finish. **Progressive Wine List:** Dry, medium to full intensity red wine.

**APPELLATION:** California

**BLEND:** Merlot 79%, Petite Sirah 11%, Cabernet Sauvignon 6%, Carignane 4%

**ALCOHOL:** 13.7%

**COOPERAGE:** Aged 12 months in French and American oak barrels



### ZINFANDEL

A big, rich, juicy mouth starts with layers of berries, cherries and hints of oak. A slight hint of black pepper from Petite Syrah and brown spice notes surround well-structured tannins. **Progressive Wine List:** Dry, medium intensity red wine.

**APPELLATION:** California

**BLEND:** Zinfandel 81%, Carignane 12%, Petite Sirah 7%

**ALCOHOL:** 14.6%

**COOPERAGE:** Aged 11 months in French and American oak barrels