

## The Beverage Alcohol

# Corporate Brands Partner

**Winery Exchange is the only full-service, corporate brand, beverage alcohol company that sources beer, wine and spirits from the finest regions worldwide.** The company business model focuses on products that deliver enhanced margins for end customers. The Winery Exchange teams research, create, source and manage products from conception to launch. They partner with artisan producers throughout the world to create products that consistently deliver the best quality. Global retail partners include Supervalu, Kroger, Costco, Sam's Club, Delhaize Group, Tesco, Fresh & Easy, Morrisons, Cost Plus, H-E-B, Sainsbury and Coles.

### Winery Exchange currently:

- Supplies over 275 different products to retailers and consumers globally.
- Produces products in 17 countries on 5 different continents.
- Ships products to 9 countries in Asia, Europe, Australasia and North America.

## Product Scope

### DOMESTIC WINE

#### Napa:

Carneros, Howell Mountain, Napa Valley, Oakville, Rutherford, Spring Mountain District, Stags Leap District

#### Sonoma:

Alexander Valley, Dry Creek Valley, Russian River Valley, Sonoma Coast, Sonoma Valley

#### Lake County

#### Mendocino

#### Monterey County

#### Santa Barbara/Paso Robles

#### Pacific Northwest:

Oregon, Washington

### INTERNATIONAL WINE

Argentina, Australia, Chile, France, Germany, Italy, New Zealand, Romania, South Africa, Spain

### BEER

Domestic Craft  
Dutch  
Ice  
Latin  
Premium American Lager  
Super Light

### SPIRITS

Domestic Premium Vodka  
Gin  
Imported Vodka  
Imported Rum – Light & Dark  
Imported Tequila – Silver & Añejo  
Scotch – Single Malt Selections  
Whiskey



# Press Accolades

- San Francisco Business Times Listed Winery Exchange in its Top 100 Fastest Growing Private Companies.  
*(San Francisco Business Times, October 2009)*
- Wine Business Monthly Named Winery Exchange One of the Top 30 U.S. Wine Companies.  
*(Wine Business Monthly, February 2008)*
- Entrepreneur Magazine Named Winery Exchange One of the Hot 500 Companies of 2007.  
*(Entrepreneur Magazine, August 2007)*



# Dynamic Packaging



# Success Stories

## Ogio

Private Label Success Story.  
Launched in 2006, Ogio became an instant success.  
In June 2009, boasting annual case production of over 1.5 million, Ogio became the third fastest growing wine brand in the U.K.



Hawkstone Spring Mountain District Cabernet Sauvignon 2006

**Rated #1**

*Napa Valley Cab of 2006 "Best of the Best"*

**Top 100 Cabs™**  
OF THE NAPA VALLEY



GlenTaithe Single Malt Scotch Whisky  
Aged 19 Years

**93 Points "Exceptional"**

*Beverage Testing Institute*

**GOLD**

*2009 International Review of Spirits, Beverage Testing Institute*

# The Corporate Brand Process

## RESEARCH

Winery Exchange develops products that best complement the unique customer base and business environment of each client. We utilize proprietary databases of broad market information in addition to customer-specific scan data to identify business opportunities, gaps in the marketplace and growing trends. These corporate brand programs produce enhanced margins and higher customer retention based on value-added strategies.

## CREATE

The team of marketing experts and graphic designers at Winery Exchange leverage many years of industry experience and cutting edge design techniques to develop brand concepts that provide unique package and product differentiation. Our success is measured by the numerous packaging awards the products receive as well as proven sales in stores.

## SOURCE

The global sourcing team scours the world to source highly acclaimed wine, beer and spirits from 17 countries on five different continents. Winery Exchange works directly with retail partners to develop unique blends and flavor profiles that appeal to specific target consumers. Our products are consistently recognized for outstanding quality.

## MANAGE

Our skilled production team works with a base of high quality suppliers to create and produce the product. Comprehensive quality assurance processes ensure the products are produced within specified packaging parameters and comply with applicable laws and regulations.

The field marketing team works directly with a network of experienced distributors to conduct regular distribution audits, monitor inventories and provide educational seminars. The marketing team collaborates with retail partners to proactively promote and manage the brand. Through marketing campaigns and sales incentives, the team consistently ensures the brand gains traction and remains healthy throughout the life of the product.



# 10 Winery Exchange over 10 Years of Proven Success

A Selection of Distinguished Awards



Esmé Vodka  
**GOLD, Best Vodka**  
*Los Angeles International  
Wine & Spirits Competition  
2010*



**GOLD**  
*San Francisco World  
Spirits Competition, 2010*



Tap Room No. 21  
Amber Ale  
**GOLD**  
*Monde Selection Bruxelles  
World Selection of Quality  
2009*



Magistrate  
Dry Creek Zinfandel 2007  
**93 Points/Editors Choice**  
*Wine Enthusiast Magazine, October 2010*



**GOLD**  
*Los Angeles International  
Wine & Spirits Competition, 2010*



Pacific Flyway Riesling 2008  
**88 Points/Best Buy/  
Extreme Value**  
*Wine & Spirits Magazine  
April 2010*



**86 Points/Best Buy**  
*Wine Enthusiast Magazine online  
Dec. 2009*



**American Example  
of Greatness**  
(Equivalent to a Gold Medal)  
*Jefferson Cup Invitational, 2009*



Foodies Chardonnay 2008  
**GOLD, Best of Class**  
*Orange County Fair  
Wine Competition, 2010*

**Best Buy, Top 10 White  
Wines \$10 and Under**  
*World Value Wine Competition, BTI, 2010*

**GOLD**  
*California State Fair  
Wine Competition, 2010*



Hawkstone Diamond  
Mountain Cabernet  
Sauvignon 2007

**91 Points**  
*Wine Enthusiast Magazine  
March 2010*

