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FROM THE VINEYARD

WINES OF FRANCE'S NEW THREE-YEAR CAMPAIGN

Wines of France's new "umbrella" campaign covers the whole spectrum of promotional avenues via an increased annual spend of \$2.6 million for 2008. A major portion of that budget is being devoted to an aggressive sales promotion campaign across the U.S., with special emphasis on the key markets of New York metro, Washington D.C. metro, South Florida, California, Illinois, Texas and Massachusetts. Integrated Wines of France promotions in the field will include 700 tastings at more than 300 points of sale in both the on- and off-premise sectors, as well as a host of promotional materials for all stores. Seeking to faithfully recreate the French experience for consumers, Wines of France will provide French music CDs for stores to play during in-store tastings and promotions, setting just the right ambiance for "faire du shopping."

Wines of France spokesperson Sheri Sauter Morano, Master of Wine, will again take the lead in bringing French wines front and center for U.S. consumers. Other key facets of the campaign include: distributor seminar programs, trade print advertising, and a consumer sweepstakes.

TERRA ANDINA LAUNCHES 2007 CHARDONNAY RESERVA IN THE U.S. MARKET

Chile's Terra Andina has announced the launch of its 2007 Chardonnay Reserva in the U.S. The wine, which is 100 percent Chardonnay, was made from grapes harvested exclusively in Chile's renowned Limari Valley region. It is the first white wine introduced in their Reserva line and will retail at the suggested price of \$12.99.

The Limari Valley is Chile's northernmost wine producing region, situated 25 miles from the Pacific Ocean and just south of the Atacama Desert, known to be the world's dri-

est location. While wine has been produced in the area since the 16th century, when it was settled by Franciscan monks, it has just been over the last decade that innovative winemakers have been exploring Limari's potential for growing premium grapes.



MATARIKI ANNOUNCES THE RELEASE OF MATARIKI QUINTOLOGY 2004

Quintology 2004 is the seventh release of the wine, made only in the best vintages from over 40 batch lots across five different varieties.

Following on from the 2002 which is still evolving, the 2004 is a more forward wine in style. It is released, ready to enjoy and has the potential to develop and evolve over the next five to eight years. In order to achieve the maximum enjoyment, it is recommended to serve Quintology in a decanter if possible or at least opening the wine a couple of hours beforehand. This will reveal the full elegance and balance Quintology 2004 presents.

All the parcels for the Quintology are handpicked from the vineyard and then handled in small batches. Because of this, the final wine shows great character and distinction.

BRASSFIELD ESTATE WINERY RELEASES

Brassfield Estate Winery is pleased to announce the August 2008 inaugural release of its 2005 Volcano Ridge "Eruption," Rhone-style blend. Made entirely from estate-grown grapes from the winery's Volcano Ridge vineyard, the 2005 Eruption retails for \$24.99 per bottle.

Brassfield Estate winemaker Kevin Robinson describes this release as having aro-

