

American Estates Wines

“Portfolio Pitch Points”

American Estates Wines (AEW) began operating in 1985 as a selector and marketer of single vineyard and small California estate wineries. It introduced many of these brands to Metro New York, and later to the surrounding Northeastern states. Over the years, it had established a working relationship with many key accounts in this region.

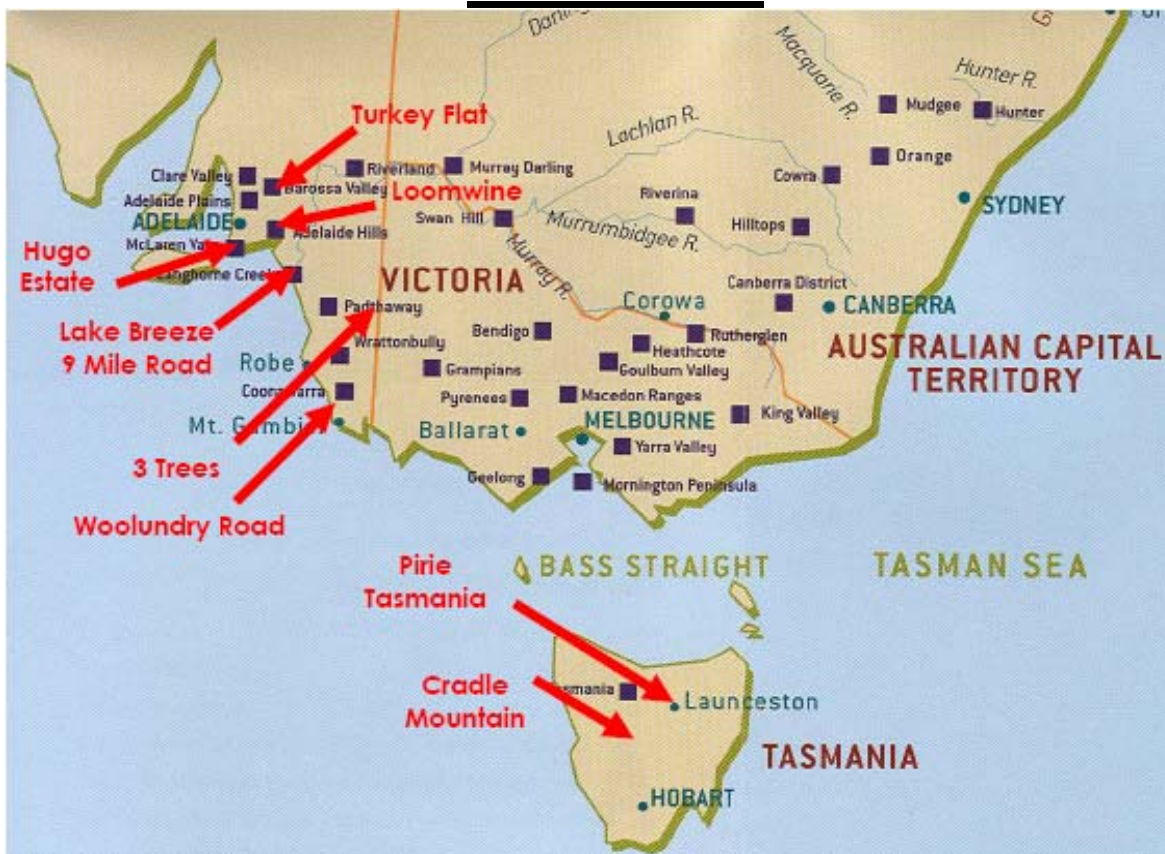
In 1986, AEW began importing wine from New Zealand and Australia. For New Zealand wines, that makes it the oldest company continuously importing into the USA. Having its pick of the best New Zealand wines over the years, AEW now represents a stellar portfolio of that country's icon brands. The Australian wines at AEW are equally interesting. They range from one of the Barossa Valley's top rated Shiraz from the country's oldest Shiraz vines, to arguably the finest of Pinot Noir and aromatic white producers in Tasmania (Dr Andrew Pirie).

The common point among all the wines is commitment to excellence in the vineyard and in the winery. AEW, in turn, is committed to the highest quality representation of these brands, and the finest service to our market customers.

Selling Points for American Estates Wines

- Experienced focus on new world wines, concentrating on small production, high quality wineries.
- Diverse portfolio with excellent on-premise and retail opportunities.
- The longest continuous importer of New Zealand wines with over 20 years of experience in the region.
- Importer of fine Australian wines for 20 years.
- Friendly, knowledgeable staff with vast experience in the new world wine market.

Australia



➤ Selling Points for Australia

- ✚ Over 200 years of grape growing and winemaking history. The first vines were planted in 1788 by European settlers and today Australia has some of the oldest producing vines in the world.
- ✚ Extremely diverse climates & soils and a diverse selection of wines to match
- ✚ Distinct “regionality” – an Australian coined term to reference the *terroir* influence from each specific region.
- ✚ Remarkably consistent vintages yielding reliable, quality wines
- ✚ Consumer friendly, value oriented wines that are both generous in fruit and stylish in character
- ✚ Advanced wine making technology and innovation. (Australia actually invented the mechanical pruner because there were not enough people to prune the vines!)
- ✚ Incredible market segment growth. Exports to the US have quadrupled in the past 5 years and are expected to double in the next 5 years.

➤ Selling Points for the Barossa Valley

- ✚ Over 150 years of grape growing and winemaking tradition
- ✚ The most well known and arguably the most respected wine region in Australia. Acknowledged for its quality, Barossa is home to some of the most famous wineries in all of Australia.
- ✚ Hot, arid climate perfect for ripening thick-skinned grapes.
- ✚ Old vine Shiraz and Grenache dating back well over 100 years.
- ✚ Distinctive style boasting rich, intense fruit.

Selling Points for Turkey Flat

- ✚ “Boutique” small production winery located in a cooler microclimate of the region. (cool evening air descends from the Barossa ranges and sits over the vineyards) This allows for a longer growing season and more elegant style in comparison to the “over ripe” characteristics common to many Barossa wines.
- ✚ Family owned and operated
- ✚ Fourth generation grape growing/winemaking
- ✚ Own all of their vineyards which are purposely dry farmed for low vine vigor.
- ✚ Amongst the oldest Shiraz vines in AU (planted in 1847- 160 years old) and 90 year old Grenache vines.
- ✚ Original vineyard block and current winery location was the first surveyed in the area by European settlers in the late 1930's (Section 1)
- ✚ Property named after native bush turkeys (Australian Bustards) who once roamed the vineyards
- ✚ First vintage of Turkey Flat produced in 1990
- ✚ Low yields on the reds – average under 2 tons/acre = rich, generous wines. The old Shiraz vines yield less than 1 ton per acre (about 1 lb per vine!).
- ✚ Extensive barrel aging for reds in French Oak - up to 22 months. (significant point of difference compared to other Barossa wineries)
- ✚ Outstanding values when compared to the other well known producers of South Australia.
- ✚ Consistent high ratings
- ✚ Cult winery in Australia

Butchers Block Red Prod ~5000 cs

- ✚ Now Shiraz dominant blend, more ‘user friendly’ More understandable to the consumers
- ✚ Chateauneuf du Pape with a Barossa accent. The complexity of the blend w/o the pain of the price tag or aggressive tannins.
- ✚ Unique package among the category
- ✚ Easy sell for steak houses
- ✚ Includes small portion of 1847 vine Shiraz
- ✚ Named after Owner Peter Schulz's Great Grandfather, who ran a butchers shop from the current tasting room
- ✚ “Butchers Block” is an old sawn-off tree trunk still in the tasting room cottage.

Butchers Block White Prod ~1000 cs

- ✚ Unique blend of Marsanne and Viognier – a rarity in the Barossa Valley
- ✚ Unique packaging
- ✚ Just a touch (5% vol) fermented in new French oak
- ✚ Good press
- ✚ Price advantage against quality Rhone White blends

Cabernet Sauvignon Prod ~500 cs

- ✚ Arguably TF's best wine
- ✚ A single vineyard wine
- ✚ All the finesse and elegance that cab should have
- ✚ Vine age ~30 yrs
- ✚ Great ratings. RP, upon tasting this, "who said Australia can't make good cab?"
- ✚ Jay Miller: "if it had Napa on the label you could charge 4 times more"

Grenache Prod ~1000 cs

- ✚ Sex in a bottle.
- ✚ Single block site w/in the original TF vineyards. Low head-pruned vines, planted 1921
- ✚ Seriously hand made in small quantity.
- ✚ Very much like Ch. Reyes and some other top CNDP wines (ie 100% Grenache).
- ✚ Super quality: price ratio
- ✚ What a great food wine
- ✚ Sell as a great bottle of red, regardless of varietal
- ✚ Top ratings

Mourvedre Prod ~300 cs

- ✚ First vintage release of 100% Mourvedre
- ✚ Peter is a big fan of Dom Tempier, Bandol
- ✚ Pure elegance. Not going for power and grunt... but finesse and presentation
- ✚ Iron fist in a velvet glove
- ✚ Unique varietal provides "wow factor" to wine lists
- ✚ Top rating

Rose Prod ~8000 cs

- ✚ Full bodied, Fruit driven w/ dry finish
- ✚ Stunning package (customized bottle)
- ✚ Single vineyard dedicated to rose production
- ✚ Parkerific ("Full throttle rose!")
- ✚ Considered by most to be Australia's top rose

Shiraz Prod ~ 4000 cs in good vintage

- ✚ What the winery is most famous for
- ✚ 2nd oldest block of shiraz in the world, 1847 and comprises ~20% of the current cuvee
- ✚ From 25 component cuvees, builds layers of complexity
- ✚ Not a "train wreck style" but harmonious, balanced, integrated
- ✚ Iron fist in a velvet glove. Ripe, fine, sweet tannins w/ full supple balance
- ✚ Ready to go on release, ala Ch Margaux.
- ✚ 22 months in 100% French oak (~20% new)
- ✚ Excellent press for years
- ✚ 6 pack case

TURK Red Prod ~3000 cs

- ✚ Contemporary packaging
- ✚ Unique blend, not fruit salad but quite serious
- ✚ Super quality: price ratio
- ✚ Serious wine at the get-go, not leftovers
- ✚ 100% French oak (seasoned, larger format)
- ✚ Complexity and grunt yet fruit-forward and supple
- ✚ Hearty red that will perform for everyone

Pedro Ximenez

- ✚ Complexity from 6 vintage 'solera' blend
- ✚ Nice balance of fruit and clean spirit
- ✚ Made in traditional method via cordon cut harvesting
- ✚ Styled somewhat similar to Oloroso Sherry
- ✚ Not heavy, cloying and boiled black like Spanish PX

➤ **Selling Points for McLaren Vale**

- ✚ One of the first regions in Australia to be planted with vines and home to South Australia's first vineyard, planted in 1838.
- ✚ Coastal proximity (12 km from the Gulf of St Vincent) offers a cooler grape growing climate than the Barossa Valley.
- ✚ Hot days cooled off by the afternoon sea breeze offers ideal growing climate.
- ✚ Minimal temperature variability and good sun exposure within the region promotes consistent regional style and clarity of fruit.
- ✚ Wide diversity in soil types (over 56!) translates into individual terroir characteristics.
- ✚ Low yielding vines provide strength and structure to big-boned reds and crisp whites.

Selling Points for Hugo Estate

- ✚ "Boutique" small production winery
- ✚ Family owned and operated
- ✚ Second generation grape growing/wine making.
- ✚ Originally farmers sought after for their quality of fruit, Hugo's grapes have been in some of the best McLaren Vale wines, such as D'Arenberg, Seppelt.
- ✚ 100% estate grown fruit that is mostly dry farmed
- ✚ Shiraz vines dating back to 1950, cloned from an original Grange Shiraz vineyard.
- ✚ North facing vineyards offer good sun exposure and cool nights.
- ✚ The property's elevation (300 m) and coastal proximity provides perfect growing conditions and a longer growing season thus producing grapes with naturally balanced acidity without tartaric acids.
- ✚ Organic vineyard practices (not certified).

Unwooded Chard Prod ~3000 cs

- ✚ Vineyards of 35 yrs age (among oldest Chard vines in AUS)
- ✚ Malo free, stainless steel ferment
- ✚ Night harvested
- ✚ Complexity as a signature of the vineyards w/ weight and texture
- ✚ Upper hills of McLaren Vale so coolest micro in the region. Retains acidity
- ✚ 3 different sites each contribute unique components. 2 for fruit and body, 1 for acidity and backbone
- ✚ On Prem needs to clearly state Unwooded on the list
- ✚ Consistent press: RP "why doesn't CA make more Chard like this?"

Shiraz Prod ~ 5000 cs

- ✚ Cooler climate vineyards so fruit is not over ripe like so many other McLaren
- ✚ Classic red sauce Italian-style wine
- ✚ Soft on the palate
- ✚ Not typical AUS shiraz (hint of Nth Rhone spice and leather)

Reserve Shiraz Prod ~500 cs

- ✚ Top quality package w/ classic, elegant presentation
- ✚ Essence of Shiraz
- ✚ Dry farmed, single vineyard block planted 1960
- ✚ Barrel fermented
- ✚ 80/20 American/French oak. 100% new
- ✚ Released in exceptional vintages only

Selling Points for Loomwine

- ✚ Consumer friendly, fruit driven wines with structure and elegance.
- ✚ Great package and very approachable price point.
- ✚ Fruit sourced from cooler estates in South Australia and Victoria.
- ✚ Small production wines crafted by highly respected winemaker Steve Grimley.

Selling Points for 3 Trees Pinot Noir

- ✚ Consumer friendly, fruit driven wine with structure and elegance.
- ✚ 100% Pinot Noir that walks AND talks like Pinot - a fantastic value.
- ✚ Great package and very approachable price point.
- ✚ Fruit sourced from cooler estates in South Australia and Victoria.
- ✚ Small production wine crafted by highly respected winemaker Steve Grimley.

Loom Shiraz Prod 850 cs

- ✚ Dry Grown, single vineyard wine (850 cs)
- ✚ Blewitt Springs site is at upper, cooler end of McLaren Vale
- ✚ NE facing hillside – cooler climate with good sun exposure
- ✚ Elegant, spicy, complex, food friendly style
- ✚ Outstanding price:quality ratio

Loom Riesling Prod 800 cs

- ✚ Single vineyard, Eden Valley Riesling – top appellation (800 cs)
- ✚ 40-70YO vines, low yielding
- ✚ Concentration and complexity
- ✚ Seriously a wine 'made in the vineyard'
- ✚ Pronounced floral and lime characters

Loom Sparkling Shiraz Prod 500cs

- ✚ Single vineyard McLaren Vale Shiraz
- ✚ How much fun is in this bottle?!
- ✚ Traditional style of Aussie Sparkling wine
- ✚ Invent an occasion
- ✚ Versatile – with or without food
- ✚ Beats competition on price and complexity

Woolundry Road Cab Prod lots!

- ✚ SERIOUS bang for the buck
- ✚ Consumer friendly, fruit driven wine with structure and elegance.
- ✚ Great package and very approachable price point.
- ✚ Fruit sourced from cooler estates in South Australia's Limestone Coast
- ✚ '06 is WA 88 points and Excellent Value
- ✚ Plenty available!

➤ **Selling Points for Langhorne Creek**

- ✚ One of Australia's oldest (first winery founded in 1850) and fastest growing wine regions.
- ✚ Historically a prime growing region, it is known to be the most consistent area in Australia for quality grapes.
- ✚ Reputation as "hot spot" for rich, full bodied reds, particularly Shiraz, Cab, and Grenache.
- ✚ Cooler than Barossa, the wines show fine grain tannins with the richness of the McClaren Vale and the elegance of Coonawarra.
- ✚ Annual flooding of the adjacent Bremer River provides rich, alluvial soils with good water retention.
- ✚ Cool breezes from Lake Alexandria allow for long growing season and extended hang time.

Selling Points for Lake Breeze

- ✚ Long history- some of the regions original vineyards were planted by winemaker Greg Follett's great, great, great Grandfather in the 1860's.
- ✚ Property has been in the family since 1890 and has been recognized as one of the region's best grape growing parcels.
- ✚ Producing wine under their own label for 20 years, earning a reputation for making concentrated reds with an abundance of fruit character and soft tannins.
- ✚ Predominantly grape growers, Lake Breeze selects the top 20% of their fruit for their own label and sell the rest.
- ✚ Vineyard is surrounded by Gum trees (Eucalyptus) which have a unique and distinct influence on the flavor of the grapes.
- ✚ Grenache vines are 70 years old and most of the Shiraz and Cabernet vines are 40 years old.
- ✚ Unique flood system – the region is quite dry, only receiving 14" of natural rain fall annually. The vineyards are flooded once annually by the Bremer River. The water stands for 1-2 days allowing for full saturation before being drained off.
- ✚ Up to 20 months French and American barrel aging for added character.

Arthur's Reserve (Cabernet Sauvignon / Petite Verdot) Prod ~400 cs

- ✚ Good press
- ✚ Ode to their fore father
- ✚ Full-bodied, age worthy style

Bernoota (Shiraz / Cabernet Sauvignon) Prod ~6000 cs

- ✚ Classic AUS blend of shiraz and Cab Sauv
- ✚ The flagship wine
- ✚ Bernoota means, "camp amongst the gum trees" in local Aboriginal dialect
- ✚ Fantastic second day wine
- ✚ Great Halliday press
- ✚ Taste this w/ chefs. They GET the flavor complexities
- ✚ THE red wine for American market: black color, long tannins, big complex fruit, oaky, drinks at double its price
- ✚ 20 mos in barrel + extended time in bottle prior to release

Cabernet Sauvignon Prod ~2500 cs

- ✚ Savory, elegant style
- ✚ Poor Man's Heitz Martha's Vineyard (eucalyptus spice)
- ✚ 10yr + cellaring potential
- ✚ Great Halliday press

Grenache Prod ~400 cs

- ✚ Single block of 6 rows of the oldest vines on the estate (70YO)
- ✚ More grunt than TF. Pretty powerful
- ✚ Fairly priced for what it delivers
- ✚ 12 mths in barrel

Winemakers Selection Shiraz Prod ~200cs

- ✚ Top quality, tiny production
- ✚ 6 pk
- ✚ Produced in exceptional vint only
- ✚ Powerful and long-lived

Selling Points for 9 Mile Road

- ✚ Consumer friendly, fruit driven wine with structure and finesse.
- ✚ Serious Cabernet and Shiraz for an every day drink – a fantastic value.
- ✚ Great package and very approachable price point.
- ✚ Contemporary label, non-critter (ie no furry animal gimmick!)
- ✚ Fruit sourced from estate vines up to 55 years old in Langhorne Creek.
- ✚ Small production wines crafted by the expertise of winemaker Greg Follett.

Shiraz Prod 2500 cs

- ✚ Premium quality drinking way above the price point
- ✚ Good spice complexity
- ✚ Priced right for BTG
- ✚ Signature Langhorne Shiraz (5% cab added for length)
- ✚ Use the bell curve drawing presentation (up front fruit, broad mid-palate, long finish)

Cabernet Sauvignon Prod 1100 cs

- ✚ Saturday night cab at a week night price
- ✚ Good cab structure (more serious than price point suggests)
- ✚ Hearty for btg. Good second day bottle
- ✚ Priced right for btg

➤ **Selling Points for Tasmania**

- ✚ Worlds apart from the mainland of Australia, this definitively cool climate provides long, slow ripening period for even maturation of grapes and yields wines of finesse and naturally balanced acidity.
- ✚ Perfect growing conditions for Pinot Noir, sparkling wine, and aromatic whites.
- ✚ Lush, pristine environment in which to grow grapes – almost half of the island is dedicated to National Parks and Wildlife Reserves.
- ✚ Benchmark air quality – known be the cleanest air in the world of an inhabited region.
- ✚ Lying between 42 and 43 degrees latitude, Tasmania is in the same “temperate zone” with the other great growing regions of world, namely New Zealand, South Africa, Chile, and Argentina in the southern hemisphere and Northern California, Oregon, Spain, France, Germany, and Italy in the northern hemisphere.
- ✚ Though production is tiny in comparison to the mainland or New Zealand and currently demand is higher than supply, Tasmania is enjoying rapid growth in reputation, production, and sales.
- ✚ Cool climate Tasmania is a big point of difference for Aussie category.

Selling Points for Pirie Tasmania

- ✚ Produced by the legend of Tasmanian wine, Dr Andrew Pirie (first PhD in Viticulture in AUS).
- ✚ Over 30 years of wine growing experience in Tasmania
- ✚ 5 Star Winery in James Halliday’s Wine Companion
- ✚ Winery in Rosevears, Tasmania on the Tamar river
- ✚ Pirie South at the previous Ninth Island pricing.
- ✚ Adds excitement to the AUS category
- ✚ Cool climate of Tasmania, very different to mainland AUS
- ✚ Richard Smart is the consulting viticulturist to this winery with Andrew – two legends of Aussie wine
- ✚ Clean, elegant style, pure varietal character.
- ✚ Adds excitement to the AUS category

Pirie Estate “Sigma” Pinot Noir Prod ~200 cs Alloc 25 cs 6-pk

- ✚ The Ultimate expression of TAS terroir
- ✚ Tiny production
- ✚ Made only in exceptional vintages
- ✚ 18 mths in Barrel
- ✚ 92 pts in WA, debut vintage ‘05

Pirie Estate Pinot Noir Prod ~800 cs Alloc 250 cs 6-pk

- ✚ Fully cool climate Pinot
- ✚ Small production
- ✚ Reliable cool climate PN region (Tamar Valley)
- ✚ Delivers great complexity and style for the money

Pirie Estate Gewurztraminer

- ✚ Andrew has been the leading Alsatian varietal producer in Australia
- ✚ Awesome aromatics
- ✚ Flawless balance and composition on palate and through
- ✚ I think I'm in Colmar, how can this be Rosevears?

SOUTH Pinot Noir Alloc 2,000 cs '06

- ✚ Elegant, fruit forward, fine tannins and bright acidity
- ✚ Classic example of what region is famous for
- ✚ Outstanding cool climate Pinot value

SOUTH Estelle

- ✚ Alsace blend style
- ✚ Riesling, Gewurz and Pinot Gris
- ✚ Components give focus and acidity; spicy and exotic perfume; and weight and texture
- ✚ Named after Movie Star, Estelle Thompson (aka Merle Oberon), a controversial Tasmanian character

SOUTH Riesling

- ✚ Cool climate crisp, flinty, feminine style
- ✚ Andrew Pirie has rep for finest Tassie Riesling
- ✚ Fresh and elegant. Works in synergy with seafood and Asian cuisine
- ✚ Alsace style, rich minerality
- ✚ Do not show icebox cold

SOUTH Sauv Blanc

- ✚ Cool climate
- ✚ Stylistically between Marlborough and Sancerre
- ✚ Fresh aromatics of NZ with dry, mineral complexity of Sancerre/ Pouilly Fume
- ✚ Emphasizes the difference between Tas and mainland AUS

SOUTH Pinot Gris

- ✚ More Alsace in style, with new world fruit
- ✚ Style is powerful spicy aromatics with good fruit weight
- ✚ Small portion of barrel fermentation gives weight and texture
- ✚ Look closely, there is a hint of pink color!

New Zealand



➤ Selling points for New Zealand

- ✚ "The clean green land" – lush, pristine environment with great international image.
- ✚ Cool climate – long, slow ripening period retains distinctive, vibrant varietal character. Wines demonstrate crystalline flavors and bracing acidity.
- ✚ Wide variety of growing conditions and soils translates into a diverse variety of wines with over 25 different grapes being produced.
- ✚ Coastal proximity – it's a small, narrow country (no more than 100 miles across) so just about all the wine regions benefit from cooling maritime breezes.
- ✚ Exciting new world style – international acclaim for Sauvignon Blanc that no other region in the world can duplicate, plus a growing reputation for aromatic whites, Pinot Noir, Syrah, and Bordeaux blends.
- ✚ Food friendly wines that pair exceptionally with a variety of cuisine, particularly Pacific Rim and seafood dishes.
- ✚ Innovative practices such as canopy management, stainless steel fermentation, and over 70 % of the wineries utilizing sustainable grape growing, all enhance the country's image.
- ✚ New Zealand produces only 3% of the world's wines yet, taking a non-industrial approach, 97% of what they produce is classified in the premium wine category.
- ✚ Incredible market segment growth with export sales growing by 268% in the past 5 years and an astonishing increase of 64% in 2005!

➤ Selling points for Marlborough

- ✚ Most recognized and most widely planted wine region in New Zealand. Recognized for producing the benchmark style of Sauvignon Blanc that put New Zealand on the global wine map.
- ✚ Sub regions of the Wairau Valley, Awatere Valley, and Omaka Valley offer varied soil composition resulting in distinctive wine characteristics.
- ✚ Longest growing season in New Zealand with the most amounts of sunshine hours. Offers long days with bright sunshine and cool nights that manifests ripe sugars while retaining the vibrant acidity known to the region.
- ✚ Most popular region in terms of wine consumption and export sales.

Selling Points for Selaks

- ✚ Founded in 1934 by Marino Selak who immigrated to New Zealand from Croatia in 1906. He brought with him generations of European wine making experience which helped pioneer the New Zealand winemaking industry.
- ✚ Over 70 years of wine making history with a reputation for intensely flavored, well structured wines.
- ✚ Matador vineyard is one of the oldest Sauvignon Blanc vineyards in Marlborough (1980).
- ✚ Over 20 years of successful import history in the U.S.
- ✚ Winemaker Darryl Woolley has been overseeing the wines since 1985.
- ✚ Very focused, only producing 4 white wines including benchmark style Sauvignon Blanc, food friendly Chardonnay, elegant Riesling, and a rare New Zealand Ice Wine.
- ✚ Approachable, consumer friendly, food friendly wines at strong value price point.
- ✚ Consistently strong press with back to back 90 pt ratings from Wine Spectator for the '04 and '05 Sauvignon Blanc and 91 pt score and Top 100 placing for the '99. Also top ratings on Ice Wine.

Sauvignon Blanc

- ✚ Benchmark NZ style.
- ✚ Everything you want and expect in a Marlborough SB.
- ✚ Pink grapefruit, green apples and racy acidity
- ✚ Cool, refreshing summer wine
- ✚ Excellent pairing with light summer fare and seafood, especially shellfish.
- ✚ Consistently strong press (Top 100 in WS etc.)

Chardonnay

- ✚ Ultimately food friendly style (works with it, not against it)
- ✚ Great fruit and acidity, not over-oaked or flabby.
- ✚ Great value in quality chardonnay.

Ice Wine

- ✚ Extremely unique product.
- ✚ NZ's first exported ice wine.
- ✚ Late harvested, freezing in winery
- ✚ Technology helps maintain consistent style for 22 consecutive vintages
- ✚ Outstanding value - Great way to introduce people to Ice wine with breaking the bank.
- ✚ Seductive fruit without being heavy or syrupy.
- ✚ Biggest difference with grapes frozen on the vine is the price, not flavor or style.
- ✚ Excellent pairing with crème brulee, tiramisu, stinky cheese.
- ✚ Serve as desert.
- ✚ Get creative – “Icetin” or “ice Spritzer”

Riesling

- ✚ Clean and fresh. Nice aromatics.
- ✚ Cool climate acidity.
- ✚ Good value.

Selling Points for Discovery

- ✚ Fresh, exciting style Sauvignon Blanc with the pricing and packaging to match. The label represents the Southern Cross, a key constellation visible only in the southern hemisphere.
- ✚ Alcohol – 13.0%, Acid 7.7 g/l, RS 0.4 % - a dry, well balanced, well made wine.
- ✚ Nearly half of the fruit sourced from the Awatere Valley, providing concentration and a pleasant mineral component.
- ✚ Pedigree winemaking by Glenn Thomas with over 20 years experience in the Awatere Valley.

Sauvignon Blanc

- ✚ Small production 3000 cases imported
 - ✚ Contemporary Label to target 21-30 market (my space generation)
 - ✚ Dryer style with tropical razor sharp acidity
 - ✚ Great aperitif
- **Selling points for Waipara (Canterbury North)**
- ✚ Elevated heat summation in comparison to the rest of Canterbury, a concentration of natural limestone, well draining soils, and coastal hills protecting the region from harsh winds provide the elements necessary for growing full flavored ripe grapes with balanced acidity.
 - ✚ Diverse local terroir – soils range from gravelly deposits on the flats west of the valley, limestone derived clays on the hillsides to the east, and gravel loams over alluvial sub-soils in the south.

Selling points for Daniel Schuster Wines

- ✚ Daniel Schuster “street cred” – with over 40 years of international viticulture and winemaking experience he is the most sought after and widely published viticulturist in the world. He was the vineyard manager and winemaker at the first commercial winery in Canterbury from 1978 to 1985. He established Daniel Schuster wines in 1986. He has been a consulting viticulturist for Stags Leap Vineyards since 1985. He has also been a consulting viticulturist for Ornellaia Estate (Antinori) in Italy since 1994, including the famed Top Red Wine in the World award winning vintages of 2000 and 2001. He is one of only three New Zealanders in the past 100 years to win the award from the Smithsonian Institute of America for contributions to the Evolution of California Wine.
- ✚ He has been a consulting viticulturist for other famed wineries such as Opus One, Spotteswoode, Viader, Moraga Vineyard (the most expensive vineyard in the world), Cheval Blanc, and Massetto.
- ✚ As a traveling viticulturist he has worked over 80 vintages across the world.
- ✚ Family owned estate vineyards that are hand pruned, hand harvested and are regarded among the best in the region.
- ✚ Organic and biodynamic vineyard practices (not certified).
- ✚ Omihi Hills Vineyard – 6 sloping hectares in Waipara dedicated to Pinot Noir that are well draining, north facing, and surrounded by hills that provide protection from winds. Small vines are close planted and receive no irrigation allowing for low vine vigor.
- ✚ Hull Vineyard – similar to Omihi Hills - 10 hectares of Limestone rich, north facing slopes in Waipara planted to high density, low yielding vines. Coastal hills to the east provide wind protection.
- ✚ Petrie Vineyard – located in mid-Canterbury south of Waipara – planted with Pinot Noir and Chardonnay in well draining soils and enjoys warm days and cool nights that enable a long growing season to evenly ripen grapes.

Hull Vyd Late Harvest Riesling

- ✚ Bunch selected and back blended with unfermented juice.
- ✚ Captures the essence of Riesling.
- ✚ Low alcohol.
- ✚ Pairs well with cheese and fruit.

Petrie Chardonnay

- ✚ Great Chablis style, with great acidity, austere and lean
- ✚ Great pairing with seafood, particularly shellfish.
- ✚ Single vineyard/small production

Waipara Riesling

- ✦ Low Alc/Vol – 10%
- ✦ Perfect summer lunch wine
- ✦ Top 100 wines 2006 – Oz Clarke – Decanter Magazine?????

Sauvignon Blanc

- ✦ Food friendly, restrained style.
- ✦ Refreshing change from typical NZ Marlborough style SB.
- ✦ Less aggressive, more traditional in style
- ✦ Not over the top pungency.
- ✦ More herbaceous

Omihi Res Pinot Noir

- ✦ Single vineyard, select vintage
- ✦ World's Finest Red Wines chosen by MW Lord Robin Tedder.
- ✦ True Reserve, produced only in exceptional vintages.
- ✦ Top 20 Wines of the world.

Twin Vineyard Pinot Noir

- ✦ Soft user friendly fruit forward style with lower tannin.
- ✦ Great sushi partner.
- ✦ Sourced from 2 family owned vineyards.

Waipara Pinot Noir

- ✦ Complex, gamey style
- ✦ Classic PN with soft fruit and minerality.
- ✦ Recent high press in US and International comps

➤ **Selling points to Central Otago**

- ✦ Cool climate -at 45 degrees south, it is the world's southern most winemaking region (located outside of the global temperate zone for viticulture!) and the vineyards are the highest in New Zealand, ranging between 200 and 450 meters above sea level.
- ✦ The region was originally planted in the 1860's but died out and was revived again in the 1980's.
- ✦ Diverse soil types ranging from windblown sands to heavy silt loams and schist. Many areas enjoy underlying gravels allowing for free drainage.
- ✦ Hot and dry during the summer, cool and generally dry autumn with cold nights that lock in the grapes vibrancy.
- ✦ Most vineyards are north facing for best sun exposure and helps avoid the occasional frost common to the region.
- ✦ Arguably the best region in New Zealand to grow Pinot Noir and aromatic whites.

Selling points to Mt Difficulty

- ✦ Small production boutique winery located in Bannockburn, home to the most prestigious estates in the region. Otago is emerging as the Burgundy of the southern hemisphere and Bannockburn is gaining a reputation as the "Grand Cru" region of Otago.
- ✦ Estate owned, north-east facing, hillside vineyards managed to very low crop levels, with some of the oldest vines in Otago and a brand new, state of the art winery built in 2001.
- ✦ Vineyards are the warmest in Otago – the sloping aspect of the vineyards create an "amphitheatre-like" environment capturing the sun and heat while the mountain range behind them blocks cold air.
- ✦ 100% of the fruit coming from the diverse soils of the separate vineyard properties.
- ✦ Reputation for some of the best Pinot Noir and aromatic whites in the region.
- ✦ Great story behind Roaring Meg – there are 2 rivers that feed the main Kawarua River which are named after 2 "ladies of the night" from the mining era of the mid 1800's. Gentle Annie is the more docile river and Roaring Meg (supposedly a fiery and vocal redhead!) is the rough and boisterous river.
- ✦ Vineyards interspersed with Felton Road, another highly regarded winery of Bannockburn.
- ✦ Sustainable Winegrowing NZ Accreditation (<http://www.nzwine.com/swnz/>)

Chardonnay

- ✚ Cool climate chardonnay – ripe fruit and crisp acidity.
- ✚ Rich flavor without being flabby.

Pinot Gris

- ✚ Beautiful balance between new world and old world.
- ✚ Ripe and generous with minerality and acidity.

Pinot Noir Central Otago

- ✚ Top selection of 100% Estate grown fruit.
- ✚ Indigenous yeasts
- ✚ Aged in French oak.
- ✚ Delicious, savory style.
- ✚ Excellent value in “grand cru”

Pinot Noir Roaring Meg

- ✚ 100% Central Otago PN.
- ✚ Aged in French oak.
- ✚ Great value.
- ✚ Food friendly, versatile style
- ✚ Great story.

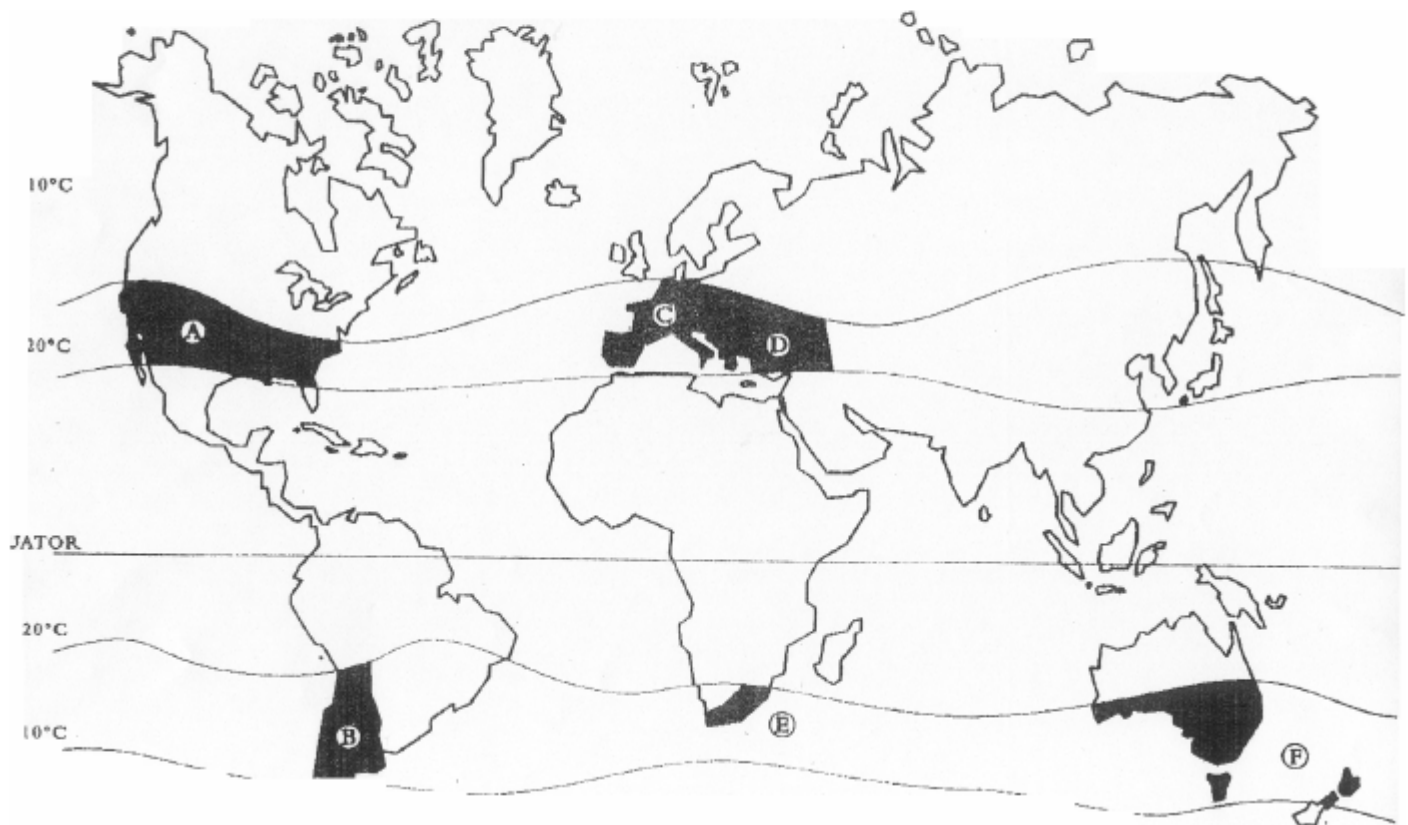
Riesling Roaring Meg

- ✚ 100% Central Otago Riesling.
- ✚ Enticing aromatics, off dry style
- ✚ Low alcohol – cool, refreshing – perfect summer wine.
- ✚ Excellent pairing with light fare.

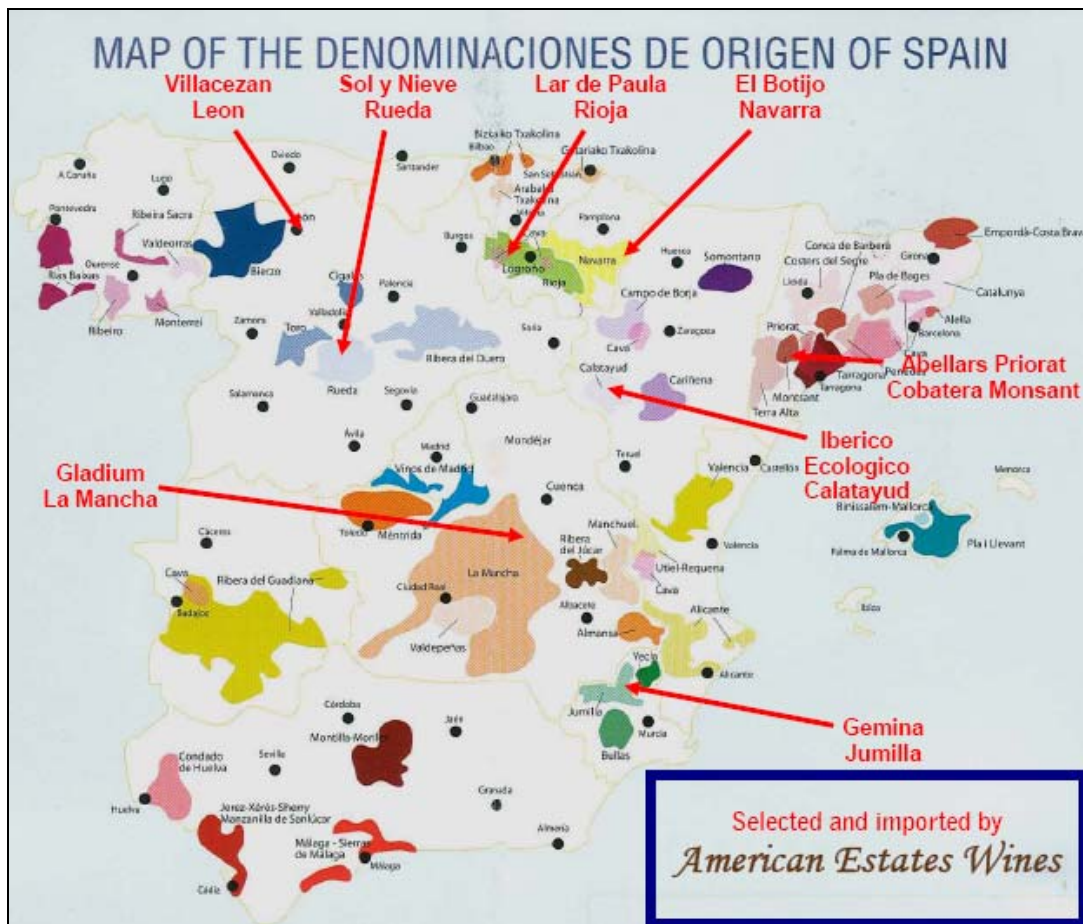
This map illustrates the major wine producing regions of the world. Note that virtually all quality wine is produced in the regions situated in the temperate zones between the 10 and 20 degree Celsius lines. (These are the mean temperature over the whole year.)

American Estates Wines, Inc.

A. USA B. Chile, Argentina C. Portugal, Spain, Italy, France, Germany, Austria, Switzerland
D. Algeria, Greece, Hungary, Romania, Bulgaria, Israel, Russia E. South Africa F. Australia, New Zealand



SPAIN



➤ Selling Points for Spain

Wine has been produced in Spain for over two centuries. The Romans sent wine back to the Caesars from Spain during their occupation of the peninsula, and there are records that indicate that before them the Phoenicians brought vines to the region from the Eastern Mediterranean. However the modern history of Spanish winemaking dates back to the 11th century when the Christian Kings re-conquered the region from the Arabs (who for religious reasons had not allowed the production of spirits).

The modern era of Spanish winemaking began in the mid-1970's after the death of Franco, the end of the dictatorship and the emergence of the Spanish economy from 40 years of isolation. The wine industry has gone through a complete revolution, from the production of low-value bulk wine for export to France, to the current situation where fine wines are being produced in virtually every region of the country.

The principal advantages that Spain enjoys are the following:

- 1) The vines used vary from 100+ years old for the autochthonous varieties to anything from 10-15 years for more familiar varieties such as Syrah or Cabernet Sauvignon. But the advantage is that many of the regions enjoy a long history of winemaking, and the vineyards have been in family hands for many generations.
- 2) Combine this with a new round of investment, with the result that the latest technologies are being applied, and modern wineries are being built.
- 3) In addition, Spain enjoys a climate that is ideal for the production of wine; the highest amount of sunshine per annum in Europe, combined with minimal rainfall.
- 4) The soil conditions vary significantly from region to region, but in general they can be described as "scarcely fertile", or incapable of being used for the cultivation of any other type of crop.
- 5) By surface area, Spain is the leading producer of wine in Europe, however because the yield is so low, it follows France in terms of production.

To summarize: Spain produces modern wines from vineyards that are some of the oldest in the world. It is a very dynamic region full of interesting and exceptional wines.
New wines from the old world.

➤ Selling Points for Rueda

In the provinces of Valladolid (53 municipal districts), Segovia (17 municipal districts) and Ávila (2 municipal districts). The vineyards are situated on the undulating terrain of a plateau and are conditioned by the influence of the river Duero that runs through the northern part of the region.

The climate is Continental in nature, with cold winters and short hot summers. Rainfall is concentrated in spring and autumn. The average altitude of the region is between 600 m and 700 m, and only in the province of Segovia does it exceed 800 m.

The soil has many pebbles on the surface. The terrain is stony, poor in organic matter, with good aeration and drainage. The texture of the soil is variable although, in general, sandy limestone and limestone predominate.

Selling points for Sol y Nieve, Verdejo

- ✚ From the best region in Rueda, La Seca.
- ✚ A light, well balanced (fruit/acidity), white wine made from 100% Verdejo.
- ✚ Verdejo is the leading white varietal in Spain.
- ✚ A new white wine varietal that brings a fresh, fruity alternative to white wine drinkers.
- ✚ Competitively priced for the category.
- ✚ Great modern package.
- ✚ Name refers to the hot sun of the Spanish summer, combined with the snow that blankets this region in the Winter months.
- ✚ Will come with a screw-cap in future shipments.

Selling points for Sol y Nieve, Verdejo/Viura Blend

- ✚ As above, but made with two varietals from the same region.
- ✚ Viura adds body and roundness to the Verdejo.
- ✚ Priced for wine-by-the-glass, and is a more attractive price point than the 100% Verdejo.
- ✚ Great modern package.
- ✚ Name refers to the hot sun of the Spanish summer, combined with the snow that blankets this region in the Winter months.
- ✚ Will come with a screw-cap in future shipments.

➤ Selling Points for Rioja

Occupying the Ebro valley. To the north it borders with the Sierra de Cantabria and to the south with the Sierra de la Demanda, and is made up of different municipal districts of La Rioja, the Basque Country and Navarra. The most western region is Haro and the easternmost, Alavesa, with a distance of 100 km between the two. The region is 40 km wide.

The climate is quite variable depending on the different sub-regions. In general, there is a combination of Atlantic and Mediterranean influences, the latter becoming more dominant as the terrain descends from west to east, becoming drier and hotter. The average annual rainfall is slightly over 400mm.

There are various types of soil: the clayey calcareous soil (arranged in terraces and small plots) found primarily in Rioja Alavesa, la Sonsierra and some regions of Rioja Alta; the clayey ferrous soil, scattered throughout the region, with vineyards located on reddish, strong soil with hard, deep rock; and the alluvial soil in the area close to the rivers; these are the most level vineyards with larger plots; here the soil is deeper and has pebbles.

Selling points for Lar de Paula

- ✚ State of the art winery
- ✚ Contemporary packaging well suited to the US market
- ✚ Winemaking style is “new world”, whilst retaining the essence of the Alavesa region
- ✚ Exciting approach to Rioja winemaking
- ✚ Owned by highly respected Fernando Meruelo- Faustino’s technical director for 20 years
- ✚ This is Fernando’s personal project that allows him to make wine his way

Lar de Paula Crianza Prod ~22000 cs

- ✚ Classic example of what Alavesa region is capable of
- ✚ Contemporary, “eye catching” package
- ✚ Excellent quality: price ratio
- ✚ Exceeds Crianza standards (14 mths in oak)

➤ **Selling Points for La Mancha**

On the southern plateau in the provinces of Albacete, Ciudad Real, Cuenca and Toledo. It is the largest wine-growing region in Spain, and in the world.

The climate is extreme Continental, with temperatures ranging between 40/45°C in summer and –10/12°C in winter. Rather low rainfall, with an average of about 375 mm per year.

The terrain is flat and the vineyards are situated at an altitude of about 700 m above sea level. The soil is generally sandy, limey and clayey.

Selling points for Gladium, Tempranillo

- ✚ 100% Tempranillo.
- ✚ A Joven, or young wine.
- ✚ Tremendous fruit forward, both in the nose and on the palate.
- ✚ Very attractive price/quality ratio.
- ✚ A different expression of Tempranillo, from La Mancha, not the dusty old –style Rioja’s that everyone expects from Spain. This is the modern style Tempranillo, and is the result of old vines, combined with the latest winemaking techniques.
- ✚ Vineyards 35 years old
- ✚ Non-irrigated
- ✚ Higher (3,000 ft.) and cooler than most of La Mancia
- ✚ Greater diurnal temperatures yield grapes, then wines, of greater color and flavor extract
- ✚ Tempranillo varies greatly by soils
- ✚ Combination of 3 soils: sand, stone and clay, yields more complex wines

Selling points for Gladium, Crianza

- ✚ As Above, but with six-months in oak.
- ✚ Four months in American oak, then finished two months in French Oak