



*Bordeaux*TM
1st VINTAGE

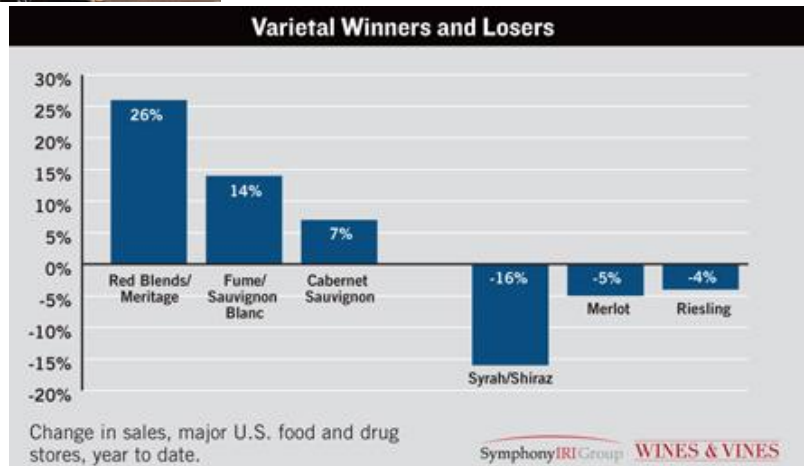
Meritage®

2010 Napa Valley



Beautifully presentable

*Easily manageable!
Great for display!
State of the art
consumer marketing!*



San Rafael, Calif., Oct. 9—California and Washington wines drove the dramatic 26% retail growth this year for Bordeaux-style red blends. A handful of relatively new brands that blend primarily Cabernet Sauvignon, Merlot and Cabernet Franc have caught the imagination of shoppers at major food and drug stores.

Red blend/ Meritage wines have sold \$200 million this year through Sept. 9 in the stores that SIG analyzes. Scanning the latest SIG data for the varietals with the fastest rates of change in sales, *Wines & Vines* also found other big winners and losers.