



**Brand Standards
ON PREMISE
2008/2009**





Heck Estates Brands in ON PREMISE Accounts

This outline of the Heck Estates brands will give you a brief description of our priorities within our portfolio and in the on-sale marketplace.

- **Heck Estates Portfolio Priorities – Wine and Brandy**
- **Kenwood with sub-tiers**
- **Korbel Brandy**
- **Valley of the Moon**
- **Lake Sonoma**

The outlines may be adjusted individually by our Regional and Area Managers to better suit their territory or market.



Portfolio Production

Annual production

KENWOOD[®]

V I N E Y A R D S

Includes sub-tiers (see pg. 5)



600,000 cases

KORBEL[®]
CALIFORNIA BRANDY



300,000 cases



Valley of the Moon



53,000 cases



L A K E
S O N O M A
W I N E R Y



25,000 cases



Heck Estates Portfolio Priorities

The following outlines the priorities of all brands and tiers within the Heck Estates portfolio. This is based on production and the overall strategy of Heck Estates for on-premise white linen, casual dining and catering accounts.

Wines with sub-tiers

1. Kenwood Yulupa
2. Kenwood Sonoma County
3. Kenwood Jack London
4. Kenwood Artist Series
5. Valley of the Moon
6. Lake Sonoma
7. Kenwood Reserves
8. Kenwood Table Wines

Brandy

1. Korbel Brandy Classic
2. Korbel Brandy XS
3. Korbel Brandy VSOP

Kenwood Tiers

KENWOOD
V I N E Y A R D S

Yulupa Wines



Yulupa features attractive packaging designed to look good on a restaurant table. This wine is attractively priced for By the Glass programs, and this pricing has remained stable since the introduction of the series. A popular range of BTG varietals: Chardonnay, Merlot, and Cabernet, as well as an Old Vine Zinfandel and a sparkling Cuvée Brut. An approachable, clientele pleasing taste profile, designed to pair well with a wide variety of foods.

Sonoma County Wines



Since its founding in 1970, Kenwood Vineyards has been committed to producing premium wines that reflect Sonoma County's finest vineyards and define the regions' grape varieties in their true character and style. The Sonoma County Series is our most popular group of wines. These wines are complex but approachable. Only a small percentage of our quality grapes go into our premium wines and the rest are used in the blend to make our Sonoma County Series wines.

Jack London Vineyards



Kenwood has the exclusive rights to produce amazing wines that come from the ranch of world renown author, Jack London. London's family still manages the vineyard, which produces outstanding red varietals. Proudly displayed as the label is Jack London's "Wolf" bookplate logo.

Artist Series



Each year Kenwood bottles its most premium Cabernet Sauvignon with a stunning label featuring an annual choice of Art Work from either a well-known or an up-and-coming artist. Past label artists include Pablo Picasso and Vincent Van Gogh. The '04 release marks the 30th anniversary of the Artist Series and features "Peace Woman" by street artist Shepard Fairey.

Kenwood Tiers

KENWOOD
V I N E Y A R D S



Reserve Wines

Kenwood's Reserve Series features one of the county's most consistently awarded and recognized ranges of high quality, appellation driven wines. These wines are crafted from some of the finest vineyard lots that Sonoma County has to offer, and includes several single vineyard offerings. Our small-batch Reserve wines are unique, age-worthy and in limited supply.



Table Wines

Fine California varietals featuring a Red Table Blend and White Table Blend. These wines are perfect for everyday consumption and pair well with foods. Outstanding quality and value.

Kenwood Tier Priorities “White Linen” Accounts

KENWOOD
V I N E Y A R D S

Yulupa Wines

1. Brut Sparkling
2. Chardonnay
3. OV Lodi Zinfandel
4. Merlot
5. Cabernet Sauvignon
6. White Zinfandel

Sonoma County Wines

1. Sauvignon Blanc
2. Russian River Pinot Noir
3. Chardonnay
4. Cabernet Sauvignon
5. Merlot
6. Zinfandel
7. Pinot Gris



Jack London

1. JL Cabernet
2. JL Merlot
3. JL Zinfandel
4. JL Syrah

Artist Series

1. Cabernet Sauvignon

Table Wines

1. Table Red
2. Table White

Reserve Series

1. Sauvignon Blanc
2. Pinot Noir
3. Merlot
4. Zinfandel
5. Cabernet Sauvignon
6. Chardonnay

Segment Focus Wines

“White Linen” Distribution Targets



Kenwood Yulupa

- Minimum 1 glass pour and list placement

Kenwood Sonoma County

- Minimum 1 glass pour and list placement

Kenwood Premium

- 1 Jack London placement minimum
- 1 Artist Series placement minimum
(note: be aware of vertical available for reserve lists)

Kenwood Reserves

- 1 high-end list glass pour and one list placement

Kenwood Table Wines

- Potential house pour

Kenwood Tier Priorities “Casual Dining” Accounts

KENWOOD
V I N E Y A R D S

Yulupa Wines

1. Brut Sparkling – 187s & 750s
2. Chardonnay
3. Old Vine Lodi Zinfandel
4. Merlot
5. Cabernet Sauvignon
6. White Zinfandel

Sonoma County Wines

1. Sauvignon Blanc
2. Russian River Pinot Noir
3. Chardonnay
4. Cabernet Sauvignon
5. Merlot
6. Zinfandel
7. Pinot Gris

Table Wines

1. Table Red
2. Table White



Segment Focus Wines

“Casual Dining” Distribution Targets



Kenwood Yulupa

- Brut : 100% Distribution
- All other Yulupas : Minimum 1 glass pour and list placement

Kenwood Sonoma County

- Sauvignon Blanc : 70% Distribution
- Pinot Noir : 50% Distribution

Kenwood Table Wines

- Potential house pour

Kenwood Tier Priorities “Catering Accounts”

KENWOOD
V I N E Y A R D S

Yulupa Wines

1. Brut Sparkling – 187s & 750s
2. Chardonnay
3. OV Lodi Zinfandel
4. Merlot
5. Cabernet Sauvignon
6. White Zinfandel

Sonoma County Wines

1. Sauvignon Blanc
2. Russian River Pinot Noir
3. Chardonnay
4. Cabernet Sauvignon
5. Merlot
6. Zinfandel
7. Pinot Gris

Table Wines

1. Table Red
2. Table White



Segment Focus Wines

Catering Distribution Targets



Kenwood Yulupa

- Brut : 100% Distribution
- All other Yulupas : All mid-level accounts

Kenwood Sonoma County

- All high-level accounts

Kenwood Table Wines

- All entry level accounts

Brand Priorities



**Fine Sonoma County wines
featuring traditional and unique varietals.**

Portfolio Priorities:

1. Pinot Blanc
2. Chardonnay
3. Zinfandel
4. Syrah
5. Cuvee de la Luna
6. Unoaked Chardonnay
7. Rosato di Sangiovese
8. Cabernet Sauvignon
9. Pinot Noir
10. Sangiovese



Distribution Requirements



Valley of the Moon - “White Linen” accts only

- Minimum 1 glass pour of Pinot Blanc, and one list pour
- Recommended Reserve pour – Cuvee de la Luna

Brand Priorities



Lake Sonoma features all appellation-specific wines that highlight the best vineyards & growing region of each varietal.

Portfolio Priorities:

1. Dry Creek Sauvignon Blanc
2. Russian River Chardonnay
3. Dry Creek Zinfandel
4. Alexander Valley Cabernet Sauvignon
5. Russian River Pinot Gris
6. Dry Creek Saini Zinfandel



Distribution Requirements



Lake Sonoma Winery - “White Linen” accts only

- Minimum 1 Reserve pour by the glass

Korbel California Brandy

KORBEL[®]
CALIFORNIA BRANDY

Since 1889, our Sonoma County winery has been producing award winning California Brandy. Handcrafted in small batches at our artisan distillery using only the finest California grapes, Korbel is masterfully aged to perfection in premium oak barrels-fire charred and mellowed to achieve the golden amber color, rich butterscotch aroma, and extra smooth taste.

Korbel Brandy Priorities:

- Korbel Classic
- Korbel XS
- Korbel VSOP



XS
Extra Smooth

V.S.O.P.

Distribution Requirements

KORBEL[®]
CALIFORNIA BRANDY

Korbel Brandy Classic 750's & 1.75's

- 100% Distribution in the well and kitchen
- Branded cocktail recipes in all accounts where present

Competition – Korbel Brandy should have similar placement if not better than competitive set: E&J, Christian Brothers, Paul Masson, Presidente

Korbel XS

- Back Bar & kitchen
- Branded cocktail recipes in all accounts where present

Korbel VSOP

- Back bar

Competition – Korbel VSOP should have similar placement if not better than competitive set: St. Remy, Germain-Robin