



Brand Standards
Broad Market Retail
2008/2009





Heck Estates Brands in Broad Market Retail Accounts

This outline of the Heck Estates brands will give you a brief description of our priorities within our portfolio and also in the retail market.

- **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

KENWOOD
V I N E Y A R D S
Includes sub-tiers (see pg. 5)



Annual production

600,000 cases

KORBEL
CALIFORNIA BRANDY



300,000 cases


Valley of the Moon



53,000 cases

 **L A K E
SONOMA
WINERY**



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 broad market retail accounts.

Wines with sub-tiers

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

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



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.



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.



Reserve Wines

A classic expression of Sonoma terroir, Kenwood Reserve wines are selected from the top varietal lots. These wines are handcrafted in very limited production, and represent the best of the best when it comes to Kenwood wines.

Kenwood Tier Priorities

KENWOOD
V I N E Y A R D S

Sonoma County Wines

1. Sauvignon Blanc
2. Chardonnay
3. Russian River Pinot Noir
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

- Sauvignon Blanc
- Merlot
- Zinfandel
- Cabernet
- Chardonnay
- Pinot Noir

Ranking
may vary

Distribution Targets



Kenwood Sonoma County

- 6 varietals in A stores.
- 5 varietals in B stores.
- 4 varietals in C stores.

Kenwood Premium

- 2 Jack London varietals in A stores.
- 1 Jack London varietal in B stores.
- Artist Series in all A stores.

Kenwood Reserves

- 2 varietals in A stores.

Kenwood Table Wines

- 2 varietals in A-C stores.

Sonoma Shelf Set Targets



Kenwood Sonoma County

- Shelf: Eye level
- Pinot Noir Rose should be adjacent with Pinot Noirs of similar appellations
- Cold Box:
 - A stores – Sauvignon Blanc and Chardonnay mandatory in A stores
 - B stores – 70% distribution at least one varietal
 - C stores – 50% distribution

Competition – Kenwood should have similar if not better placement in the shelf set

- Rodney Strong
- Geyser Peak
- Hess
- Chateau St. Jean
- J Lohr

Premium Shelf Set Targets



Kenwood Jack London

- Top shelf

Competition – Kenwood should have similar if not better placement in the shelf set

- Rodney Strong Alexander's Crown
- BV Rutherford
- Arrowood
- Beringer Knights Valley
- Jordan

Kenwood Artist Series

- Top shelf or lock box

Competition – Kenwood should have similar if not better placement in the shelf set

- Silver Oak - Alexander Valley
- Chateau St. Jean – Cinq Cepages
- BV Georges de Latour
- Caymus Napa
- Beringer Private Reserve
- Sterling Reserve Wines

Table Wine Shelf Set Targets

KENWOOD
V I N E Y A R D S

Kenwood Table Wine

- In featured generic wine section, on speed racks, bins, stacks
- Knee level, two facings, no bottom shelf
- 100% distribution in all clusters

Competition – Kenwood should have similar if not better placement in the shelf set

- Ménage a Trois
- Big House
- Red Truck
- Coppola



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 Priorities

- Korbel Classic
- Korbel XS
- Korbel VSOP



XS
Extra Smooth

V.S.O.P.



Distribution Targets

KORBEL[®]
CALIFORNIA BRANDY

Korbel Brandy Classic

- 100% distribution in A stores of all appropriate sizes

Korbel XS

- 75% in A stores.
- 50% in B & C stores.

Korbel VSOP

- 25% distribution in A stores only.



Shelf set requirements

KORBEL[®]
CALIFORNIA BRANDY

Korbel Brandy Classic 750's & 1.75's

- Shelf: Eye level or above, double facings
- Adjacent to eggnog during holidays where possible
- Pricing: Must stay 1 or 2 price points premium to E&J and Christian Brothers, at parity or 1 price point premium to Paul Masson

Competition – Korbel Brandy should have similar if not better placement in the shelf set

- E&J, Christian Brothers, Paul Mason, Presidente

Korbel XS

- Shelf: adjacent to Classic, single facing

Korbel VSOP

- Top Shelf or on brand adjacency.

Competition – Korbel VSOP should have similar if not better placement in the shelf set

- St. Remy, Germain-Robin

Brand Priorities



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

Priorities for the Portfolio

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 and Shelf Set Requirements



Distribution

- 4 varietals in A stores.
- 2 varietals in B stores.

Shelf Set

- All varietals except Cuvee de la Luna
 - Shelf: Eye level
 - Cold box: 1 varietal, A stores
- Cuvee de la Luna
 - Top shelf

Competition

- Should have similar if not better placement in the competitive set
 - St. Francis
 - Simi
 - Alexander Valley Vineyards
 - Chateau St. Jean
 - Benziger

Brand Priorities



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

Priorities for the Portfolio:

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



Distribution and Shelf Set Requirements



Distribution

- 2 varietals in A stores

Shelf Set

- Shelf: Eye level or top shelf
- Cold box: single facing, 25% A Cluster

Competition

- Should have similar if not better placement in the competitive set
 - Alexander Valley
 - Dry Creek
 - Ferrari-Carano
 - Geyser Peak Reserve