



Brand Standards 2008/2009





Brand Priorities in Chain Retail Accounts

Chain Retail sales account for approximately one third of all Heck Estates sales.

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**
- **Kenwood with sub categories**
- **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 subcategories (see pg. 5)



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



Total Portfolio Priorities

Within the Heck Estates Portfolio this will outline the priorities including all Brands and tiers. This is based on production and the overall strategy of Heck Estates for Chain Retail Accounts.

Including Sub Categories

1. Kenwood Sonoma Series
2. Korbel Classic Brandy
3. Jack London/Artist Series
4. Table Wines
5. Valley of the Moon- Low Tier
6. Korbel XS
7. Lake Sonoma
8. Korbel VSOP
9. Valley of the Moon- High Tier
10. Valley of the Moon- Reserves

Tier Breakout

KENWOOD
V I N E Y A R D S



Sonoma Series 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 Series is the highest quality, outstanding value and consistently recognized and awarded.



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 up and coming Artist. Some well-known include Pablo Picasso and Vincent Van Gogh. The '04 release marks the 30th anniversary of the Artist Series and features street artist Shepard Fairey's "Peace Woman."



Jack London Vineyards

Kenwood has had the exclusive rights to produce the amazing wines that come from the ranch of world renown author Jack London. Best known for Call of the Wild, London's family still manages the vineyard. Proudly displayed as the label is Jack London's "Wolf" bookplate logo.



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.

Priorities and subcategories

Kenwood Portfolio

- **Sonoma Series Wines**
 - See next section
- **Jack London/Artist Series**
 - JL Merlot
 - JL Cabernet
 - JL Zinfandel
 - AS Cabernet
 - JL Syrah
- **Table Wines**
 - Table Red
 - Table White
- **Reserve Series**
 - Allotments, only for special placements

Sonoma Series Wines

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



Distribution requirements



Kenwood Sonoma Series

- 100% Distribution in Top or A cluster stores.
- 90% Distribution in B cluster stores.
- 75% Distribution in C cluster Stores.

Kenwood Premium Wines

- Jack London Wines 80% in Top or A Cluster stores only.
- Artist Series 25% in Top or A Cluster Stores only.

Kenwood Table Wines

- 75% Distribution in All Stores A-D clusters.

Sonoma Shelf set requirements

KENWOOD
V I N E Y A R D S

Kenwood Sonoma Series:

- Shelf: Eye level, 2 facings minimum
- Pinot Noir Rose should be adjacent to Pinot Noir on shelf
- Cold Box:
 - A stores – Sauvignon Blanc and Chardonnay mandatory in A stores
 - B stores – 90% distribution at least one varietal
 - C stores – 60% distribution with one facing

Competition – Kenwood should have similar placement if not better than competitive set

- Rodney Strong
- Geyser Peak
- Benziger
- St. Francis
- Chateau St. Jean
- J Lohr

Premium Shelf set requirements

KENWOOD
V I N E Y A R D S

Kenwood Jack London:

- Top shelf or lock box/cellar store

Competition – Kenwood should have similar placement if not better than competitive set

- Rodney Strong Alexander's Crown
- Arrowood
- Sterling Appellation Wines
- Geysler Peak Reserve

Kenwood Artist Series:

- Top shelf or lock box/cellar store

Competition – Kenwood should have similar placement if not better than competitive set

- Silver Oak- Alexander Valley
- Chateau St. Jean – Cinq Cepage
- BV Georges de Latour
- Benziger Imagery
- Sterling Reserve Wines

Table Wine Shelf set requirements

KENWOOD
V I N E Y A R D S

Kenwood Table Wine:

- Knee level, two facings, no bottom shelf
- 25% Distribution in all clusters

Competition – Kenwood should have similar placement if not better than competitive set

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



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



V.S.O.P.



XS
Extra Smooth

Distribution Requirements

KORBEL[®]
CALIFORNIA BRANDY

Korbel Brandy Classic

- 100% Distribution in Top or A cluster stores.
- 90% Distribution in B cluster stores.
- 75% Distribution in C and lower cluster Stores.

Korbel XS

- 75% in Top or A Cluster stores.
- 50% in Top or B & C Cluster Stores.

Korbel VSOP

- 25% Distribution in A clusters 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
- Pricing: Must stay 1 or 2 price points premium to E&J and Christian Brothers, at parity or 1 point premium to Paul Masson

Competition – Korbel Brandy should have similar placement if not better than competitive 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 Brandy should have similar placement if not better than competitive 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





Shelf Set Requirements

- Valley of the Moon
 - Pinot Blanc, Chardonnay, Zinfandel & Syrah
 - Shelf: Eye level
 - Cold box: single facing, 25% A Cluster
 - Cuvee de la Luna
 - Top shelf
- Competition
 - Should have similar if not better placement than competitive set
 - Grand Archer
 - Chateau St. Jean
 - Benziger

Brand Priorities



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

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

Priorities for the Portfolio:

- Dry Creek Sauvignon Blanc
- Russian River Chardonnay
- Dry Creek Zinfandel
- Alexander Valley Cabernet





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

Shelf Set Requirements

- Lake Sonoma Winery
 - Shelf: Eye level or top shelf
 - Cold box: single facing, 25% A Cluster
- Competition
 - Should have similar if not better placement than competitive set
 - Dry Creek
 - Ferrari-Carano
 - Geysler Peak Reserve

Distribution Requirements



- Valley of the Moon
 - Pinot Blanc, Chardonnay, Zinfandel & Syrah
 - 75% Distribution in Top or A cluster stores.
 - 50% Distribution in B cluster stores
 - Cuvee de la Luna
 - 25% Distribution in A clusters only.
- Lake Sonoma Wines
 - 25% Distribution in A clusters only