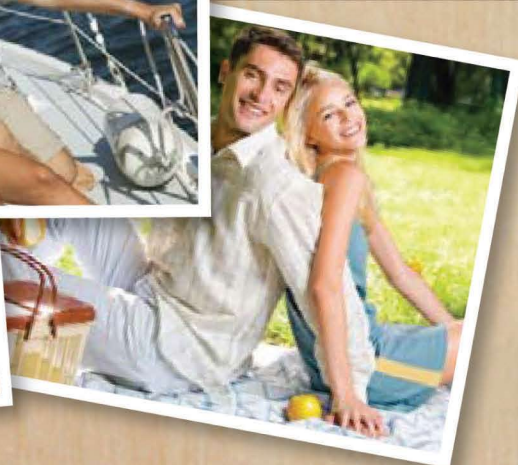
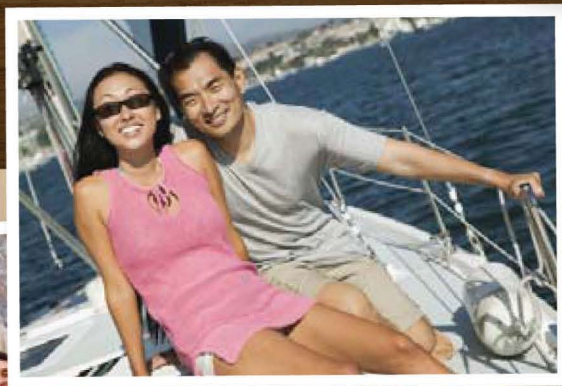


It's what's inside that counts.

BROWN BOX WINE



VINTED AND PACKED BY
BROWN BOX WINES
ZILLA • WASHINGTON

BROWN BOX WINES

VARIETALS, ACCOLADES & DETAILS



CABERNET

Our 2009 Brown Box Cabernet Sauvignon exemplifies the truly unique qualities of the Roza Hills Vineyard, long noted for its fine qualities of this varietal; dark cherry, tobacco, pepper, and chocolate. The mouth feel is luscious and gripping with nice tannins and finish.

ACCOLADES & AWARDS

- **Best Buy/Recommended**
Northwest Palate Magazine
- **Silver**
Wine & Spirits Wholesalers of America
- **Bronze**
TexSom Wine Competition
- **Bronze**
Seattle Wine Awards

DETAILS

Appellation
Rattlesnake Hills AVA
Varietal
100% Cabernet Sauvignon
Packaging
3 liter bag-in-box
UPC
0 17385 70003 9



MERLOT

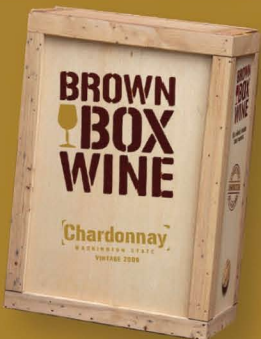
Freshly fruit forward with jammy notes of cherry and blackberry, 2009 Brown Box Merlot enfolds flavors of mocha and a touch of cedar. On the palate the tannins are smooth, mouth filling and well balanced. The fruit finish is lingering and rich.

ACCOLADES & AWARDS

- **Best Buy/Recommended**
Northwest Palate Magazine
- **Bronze**
Tri-Cities Wine Festival
- **Bronze**
Wine & Spirits Wholesalers of America
- **Bronze**
Los Angeles International Wine Festival

DETAILS

Appellation
Rattlesnake Hills AVA
Varietal
100% Merlot
Packaging
3 liter bag-in-box
UPC
0 17385 70002 9



CHARDONNAY

Rich in color, our 2010 Brown Box Chardonnay shows vibrant fruit flavors of Key lime, fresh-cut pineapple, and pear characters on the nose. On the tongue the un-oaked tank fermentation and well-balanced acid level lead to a crisp, clean finish.

ACCOLADES & AWARDS

- **Best Buy/Recommended**
Northwest Palate Magazine
- **Silver**
Los Angeles International Wine Festival
- **Bronze**
Wine & Spirits Wholesalers of America

DETAILS

Appellation
Rattlesnake Hills AVA
Varietal
97% Chardonnay; 3% Sauvignon Blanc
Packaging
3 liter bag-in-box
UPC
0 17385 70001 9



RIESLING

Honey, apricot, and a hint of tropical fruit on the nose suggest good things to come with our 2009 Brown Box Riesling...and they do. On the palate this wine is refreshing with hints of banana and melon as well as some honey and caramel sweetness on the finish.

ACCOLADES & AWARDS

- **Double Gold**
Seattle Wine Awards
- **Best Buy/Excellent**
Northwest Palate Magazine
- **Bronze**
Wine & Spirits Wholesalers of America
- **Bronze**
Tri-Cities Wine Festival

DETAILS

Appellation
Rattlesnake Hills AVA
Varietal
84% Riesling; 9% Chenin Blanc; 7% Gewurztraminer
Packaging
3 liter bag-in-box
UPC
0 17385 70004 9

BROWN BOX WINES

THE BENEFITS OF BOXED WINE



THE BOXED WINE REVOLUTION

The revolution of the 3 liter fine wine cask is remaking that image of boxed wines for today's wine drinkers. Brown Box Wines offer one of the best and environmentally smartest ways to carry and serve wine.

- Wine stays fresh for weeks after opening. Pour a fresh glass of wine anytime, every time.
- Fine wine casks are typically a better value than bottles at a comparable quality and price, as there is less cost in packaging, shipping, and storage.
- Easy to open and serve - no corks, no corkscrew! Enjoy a glass of wine anytime!
- No glass allows fine wine casks to be safe to carry anywhere - to the beach, boat, tailgate party, picnic, or on the trail!



DISTRIBUTORS

- Expanded sales to new on-premise and off-premise fine wine accounts
- Expanded packaging options with the 3 liter fine wine cask in supplementing 750 mL and 1.5 liter bottle sales in the premium, popular-premium, and super-premium price categories.
- Cost and space savings on storage (space-saving shape and design).
- Potential extra margin to keep or pass on to customers due to potentially lower supplier FOBs compared to bottled wines of the same quality.
- Product intended for rapid turnover.
- Less breakage - no glass.
- No returns or losses due to cork taint.



RETAILERS

Move over, bottles! Boxed wine is quickly becoming a preferred way to package, purchase and enjoy wine. With the many benefits associated with boxed wine, it's easy to see why more and more retailers are choosing Bag-In-Box packaging.

- Inventory Turn-Over: fine wine casks are intended to be sold and consumed, creating repeat customers.
 - Space-Saving Shape and Size: boxed wines hold more wine in less packaging, opening up more shelf, cold-box, walk-in, and storage space.
- Savings: less packaging, storage, and transport costs often end up in savings to you and your customers for the same quality wines.
- Breakage and Spoilage: no glass, no corks - no breakage and no cork-tainted wines mean less returns and happier customers



CUSTOMERS

Brown Box Wine's 3 liter fine wine cask holds four standard, 750 mL bottles, and meets today's customers' demands for:

- Convenience: the fine wine cask is easy to open and serve.
- Durable: no glass to break, and the compact size is a space-saver on the counter, in the refrigerator, and on the go.
- Quality: never any cork taint, and wine stays fresh for weeks after opening unlike bottles, cans, or TetraPaks.
- Value: less packaging for more wine usually provides savings for the same quality wines.
- Less Packaging: less packaging for more wine, paperboard and plastic is easily recycled, and the savings in weight and volume mean lower costs in energy to transport and store.

