

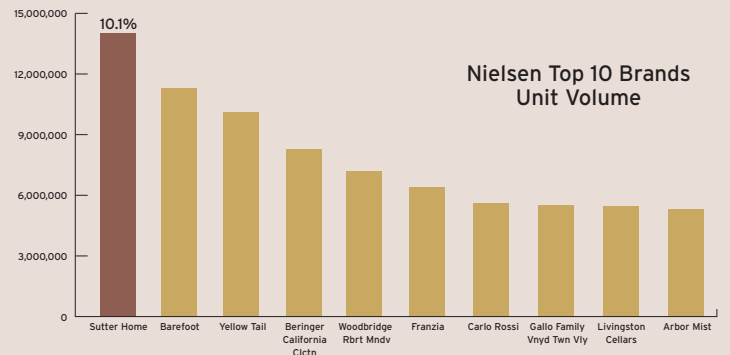
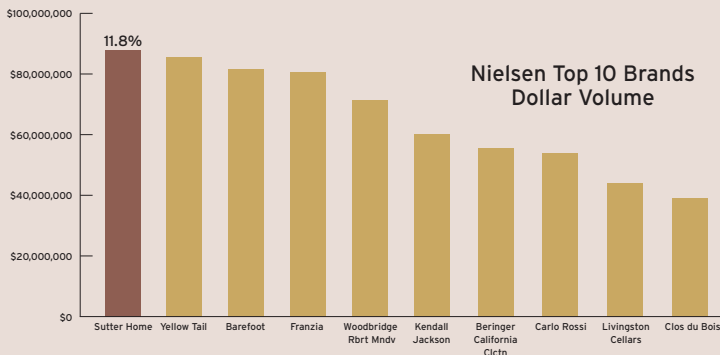
# SUTTER HOME FAMILY VINEYARDS

## WE'RE TOP OF THE CROP!



### Ranked #1 in Unit and Dollar Volume

Mario Trinchero opened Sutter Home Winery in 1949 with the pledge to offer great wines at a great price. Almost 60 years later, quality and value continue to be a hallmark of the brand; in fact, now more than ever, consumers are demanding quality and value, and Sutter Home consistently delivers both. The time is ripe to capitalize on our momentum and give your customers what they want: the exceptional quality and incredible value of Sutter Home wines.



Source: Nielsen 26 weeks ending 9/19/09

### Ranked #2 On-Premise

By the glass or by the bottle, Sutter Home wines are always a popular choice on-premise. Consumers already know that Sutter Home stands for high quality and exceptional value, so they can count on us to deliver a consistently excellent experience. We chalk up our success to our expanded portfolio of wines, convenient size options, strong brand presence, and competitive price-points – elements that add up to a profitable on-premise wine program. Leverage our ongoing success to build an on-premise wine program that really delivers.

2008 Ranking (Volume)	Brand	Wine Type	Country of Origin	Company/Importer/Marketer
1	Kendall-Jackson	Table	USA	Kendall-Jackson Wine Estates
2	<b>Sutter Home</b>	<b>Table</b>	<b>USA</b>	<b>Trinchero Family Estates</b>
3	Beringer Vineyards	Table	USA	Foster's Wine Estates Americas
4	Franzia Winetaps	Table	USA	The Wine Group
5	Inglenook	Table	USA	The Wine Group
6	Yellow Tail	Table	Australia	W.J. Deutsch & Sons, Ltd
7	Copper Ridge	Table	USA	E. & J. Gallo Winery
8	Cavit	Table	Italy	Palm Bay Imports
9	Woodbridge	Table	USA	VineOne (Constellation)
10	Salmon Creek	Table	USA	Classic Wines of California (Bronco)

Source: Restaurant Wine Magazine

# A WINE FOR EVERYONE AND EVERY OCCASION



Year after year, consumers have made Sutter Home America's favorite premium wine brand – our strong reputation for quality and value is guaranteed to help you maximize profits.

We proudly offer 13 different varietals – each crafted from top-quality fruit from California's very best vineyards. In addition to our most popular varietals, like classic Cabernet Sauvignon, rich, elegant Chardonnay, and refreshingly sweet White Zinfandel, we offer a selection of hot-sellers like lush Moscato and crisp Pinot Grigio, and exciting rising stars, like Riesling and Sutter Home Red.



[www.SutterHome.com](http://www.SutterHome.com)

Sutter Home Family Vineyards | America's Favorite Wine Brand