

EVERYDAY
WINE FOR LIFE.

FRANCIS FORD COPPOLA PRESENTS
ROSSO
BIANCO

“My family has always made wine. To hear it from my father Carmine, these were not fancy wines, they were everyday wines, wines that were on the dinner table each night. Our Francis Ford Coppola wines are made in the same spirit – wines for everyday life.”

Francis Coppola



New Label

Along with the renovation and reopening of our Rosso & Bianco winery in Sonoma County, we have redesigned the style packaging for our Rosso, Bianco Pinot Grigio, and Shiraz wines.

- This new label design provides greater Coppola branding. The brand name and the varietal names both have larger and bolder font for easy customer recognition
- Our 2007/2008 label design for Rosso, Bianco, and Shiraz is a commemorative, limited edition label that celebrates the purchase and opening of Francis Ford Coppola Presents Rosso & Bianco winery in Geyserville, CA



Rosso

Cherry red blend, primarily Zinfandel, but with ample amounts of Syrah and Cabernet for a full-bodied wine

Bianco

Still 100% stainless steel fermented and blended with Sauvignon Blanc & Chardonnay with more fullness and complexity than other Pinot Grigios

Shiraz

Spicy and jammy berry flavor in one sip due to combined American and French Oak aging



Category Growth

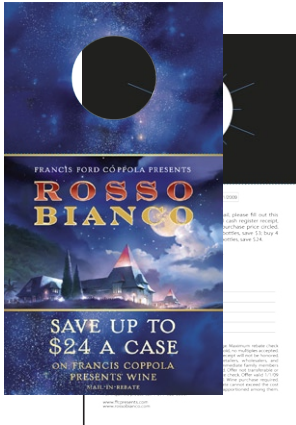
- Rosso is ranked #2 in the Domestic Red Blend \$7 - \$9.99 price category
- AC Nielsen, Current 52 weeks ending 10/20/08
- Pinot Grigio is the fourth-largest varietal by dollar sales (and second-largest white varietal) behind the “big three” (Chardonnay, Merlot and Cabernet), claiming 7% of the market and is fifth-largest in case volume at 6% of the market.”
- Wine Business Monthly Retail Sales Report, 6/15/08
- Over ten years - established brands launched in 1997



2009 Rosso & Bianco Anytime Promotions

Coupon Program Details

- New coupon shape is shorter and wider which increases Coppola branding by showing the entire wine label along with the coupon offer
- Support anytime off shelf displays with IRCs and MIRs
 - \$1 IRC necker
 - Progressive MIR necker: Save Up to \$24 Per Case
 - Save \$1 on 1 bottle
 - Save \$3 on 2 bottles
 - Save \$7 on 4 bottles
 - Save \$11 on 6 bottles
 - Save \$24 on 12 bottles
- Programs run 1/1/09 – 12/31/09
- Applies to any Francis Ford Coppola Presents purchase
 - Rosso
 - Bianco Pinot Grigio
 - Rosso Shiraz



Bistro Pack

- *Have a Glass on Us!*
- Program launch early 2009
- Bistro glasses shrink-wrapped on Rosso and Bianco Pinot Grigio bottles, 6/case
- Available for both on-premise and off-premise accounts
- Unique, usable promotional gift
- Collect a set – for use at home or in a restaurant
- Authentic, high quality trattoria glass
 - Imported from Europe
 - Made of durable, tempered glass
 - Microwave and dishwasher safe
- Case cards are available for display support



Have a glass on us!

Anytime POS Support

- 2-sided new label case cards
- New shelf talkers available featuring new package and tasting notes
- On-premise cards

