

FOREFRONT

PRICING GUIDELINES

Items	OFF PREMISE			ON PREMISE	
	Retail Price (SRP)	Promoted Price (Min.)	Floor Promo	WBTG Pricing (Target)	Wine List Price (Min.)
Cabernet Sauvignon	\$24.00	\$19.99	\$18.99	\$13.50	\$40.00
Pinot Noir	\$24.00	\$19.99	\$18.99	\$13.50	\$40.00
Sauvignon Blanc	\$16.00	\$14.00	\$12.99	\$9.00	\$30.00

CHANNEL MIX GUIDELINES

FOREFRONT PORTFOLIO ~ Target broad market distribution through Spring 2010				
CHANNEL	Cabernet Sauvignon	Pinot Noir	Sauvignon Blanc	AVERAGE TOTAL
ON PREMISE	50%	50%	50%	50%
Independent	X	X	X	
Chain/National Accounts	X	X	X	
OFF PREMISE	50%	50%	50%	50%
Grocery*				
Independent Liquor	X	X	X	
Drug				
Mass/Super				
Natural	X	X	X	
Club				

MERCHANDISING GUIDELINES

OFF-SALE	PRODUCT		
ACTIVITY	CABERNET	PINOT NOIR	SAUV BLANC
Floor Promotion	2 x's Year	1 x Year	1 x Year
Promote Case QTY.	3-5 case display	3-5 case display	3-5 case display
Cold Box	NA	NA	1 facing
Shelf Facings	(2) facings	(2) facings	(2) facings
ON-SALE	PRODUCT		
ACTIVITY	All Products		
Wine List Description	"FOREFRONT by Pine Ridge Vineyards"		

PINE RIDGE
VINEYARDS

We are proud to introduce a new series of wines that honors the contributions of the Andrus family.

Gary and Nancy Andrus, founders of Napa Valley's Pine Ridge winery, were at the

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of winemaking throughout the new world, taking risks and challenging the status quo. Our wines pay tribute to their contributions, commitment to quality and adventurous spirit, capturing unique blends of the best appellations and often varietals.



- **Right price point:** more than ever, consumers and trade are looking for value at an affordable price
- **Quality in the bottle:** multi-appellation sourcing alongside Pine Ridge Vineyards' expertise and standards yields wines of the highest quality
- **Wines with a modern twist on the traditional:** sourcing across different appellations, sometimes with non-traditional varietals in the blend, produces flavorful wines and meets consumer interest
- **Brand recognition:** a new and interesting offering supported by the strength of the Pine Ridge brand ensures success