

LUCKY STAR

SHARE THE GOOD FORTUNE



★ WE'RE OFF TO A SHINING START ★

IN THE SPOTLIGHT SINCE OUR LAUNCH IN SEPTEMBER 2009

2008 PINOT NOIR

- Gold Medal Winner, 2010 San Francisco Chronicle Competition
- Silver Medal Winner, 2010 International Wines & Spirits Competition

2009 PINOT NOIR

- 92 Pts, Best of Class, California State Fair

2008 CHARDONNAY

- Wine Enthusiast—Best Buy (March 2010)
- Wine Spectator—Best Buy, 87 Pts (June 2010), Wine of the Week (July 2010), Recommended California Chards (July 2010), Global Red & Whites List (October 2010)

- Pinot Noir generates 1 of every 11 dollars of the varietal total in its segment
- Chardonnay generates the most retail sales \$ of any varietal and continues to grow with the largest base of share.

Source: IRI - Total US Food .75L TBL, 52 Wks Ending 08/08/10

THE NEW LUCKY STAR CONSUMER: LUCKY STAR WINES REPRESENT TWO OF TODAY'S HOTTEST VARIETAL CATEGORIES

CATEGORY	MILLION \$	PCT. SHARE	RANK	\$ PCT CHG VS. Y AGO
CHARDONNAY	\$785	27.5%	1	3.7%
CABERNET SAUV	\$615	21.1%	2	5.9%
MERLOT	\$360	13.7%	3	-3.7%
PINOT NOIR	\$264	8.6%	4	11.1%
PINOT GRIGIO	\$227	7.9%	5	3.5%
SAUVIGNON BLANC	\$184	5.9%	6	12.6%
RIESLING	\$128	4.3%	8	6.3%
ZINFANDEL	\$115	3.9%	9	6.7%
SYRAH	\$111	4.5%	7	-10.5%
WHITE ZINFANDEL	\$64	2.4%	10	-3.7%



LUCKY STAR IS WELL-POSITIONED FOR TODAY'S CASUAL WINE CONSUMING TRENDS

- Casual Restaurant Dining and Dining at Home
- Consumer-friendly wines that are easy to understand
- Wines oriented to Quality and Value
- Continued trends toward affordable domestic wine purchases

LUCKY STAR WINES ARE DESIGNED TO HIT THE RIGHT NOTE WITH CONSUMERS

- Nostalgic Americana packaging is a fresh take on a classic design
- Playful name and brand positioning respond to casual dining trends
- Quality packaging and wine style tap into consumer desire for authenticity and value
- Targeted to the two fastest growing consumer wine drinking segments: Core Wine Drinkers, and Millennials ages 21-35, the two fastest-growing consumer wine drinking segments (Wine Market Council, January 2009)

★ OUR WINES ★

Even with all the stars aligned, good wine does not happen by accident. A lot of hard work, dedication and inspiration led us to our Lucky Star. Early in our career, trips to Burgundy made it easy to narrow our focus to Pinot Noir and Chardonnay, the two grapes for which that region of France is celebrated. For our Lucky Star wines, our winemaker carefully selects grapes from some of the best vineyards in Northern California. Drawing upon long-term relationships with growers, we source grapes that balance bold, expressive fruit flavors with crispness and finesse. Our aim is not only to make wines that are delicious on their own and delightful to pair with food, but that also bring friends together to celebrate past escapades and future endeavors. Share the good fortune!



LUCKY STAR CHARDONNAY

- Drawn from cool climate vineyards in the best growing regions for Chardonnay, including the North and Central Coast, and the coolest growing areas of San Joaquin County
- Harvested during cooler night and morning hours to preserve crisp fruit flavors
- Stainless steel fermentation, a portion went through malolactic fermentation for a creamier, rounded finish
- A Splash of Pinot Gris and Sauvignon Blanc add roundness, floral notes and aromatics
- Ripe tropical fruit and Anjou pear flavors are balanced by citrus notes and a smooth, creamy finish.
- Pair with smoked chicken salad with apples and walnuts, four-cheese pizza, calamari fritti, or Moo Shu pork

ECO-FRIENDLY

- Our packaging uses soy-based inks, tree-free paper and unbleached, recycled cartons
- Our Graton, California-based eco-friendly winery is a Sonoma County Green Business, EPA Energy-Star Award Winner, Climate Protection Campaign member and a leader in water conservation

CONSUMER FRIENDLY

- California appellation, from the best cool climate growing regions, from Central and North Coasts to the coolest growing areas of San Joaquin County
- Minimal oak influence, elegant, subtle fruit-driven style with balanced complexity
- Competitively priced for on-premise By-The-Glass
- \$8 - \$10 suggested retail



LUCKY STAR PINOT NOIR

- Drawn from both warmer and cooler vineyards and areas which provide unique flavor components
- Harvested late in the evening and into the morning, to preserve crispness and delicate fruit
- Grapes were destemmed, cold soaked and kept whole rather than crushed to enhance the lush berry flavors
- The wine was gently fermented on the skins for five to seven days
- A touch of Zinfandel and Merlot add lush suppleness and red fruit notes to the blend
- Ripe red raspberry and cherry aromas carry through to the palate, balanced by a crisp yet silky finish
- Pair with grilled chicken, fusilli pasta tossed with extra virgin olive oil, fresh tomato and herbs or a rustic wood oven-fired pizza with wild mushrooms and Taleggio cheese

PLEASE VISIT OUR WEBSITE WWW.LUCKYSTARWINES.COM



POINT OF SALE



SHIPPERS / CASE STACK



CASE GLORIFIER



SHELF TALKERS / NECKERS



TASTING NOTES



WAITSTAFF CARD