

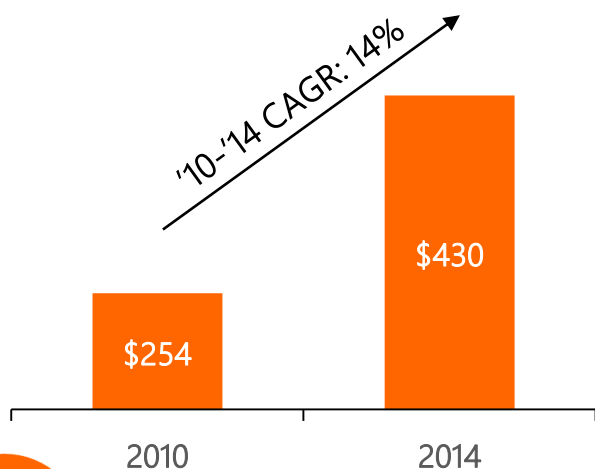
Rascal® – The Great Oregon Wine Company

#1 Oregon Pinot Noir in state, growing 29% faster than the category

- Rascal® capitalizes on 3 key trends driving the wine industry
 - Consumer demand for Pinot Noir
 - Consumer demand for Oregon Wines
 - Consumer demand for \$12 - \$15 retail wines
- At \$12.99 retail, Rascal® is the best value in Oregon Pinot Noir
 - #1 selling Oregon Pinot Noir in state
 - Despite 80% of sales concentrated in 3 states, Rascal® is the #5 Oregon Pinot Noir in the US



Oregon Wine Sales
(\$ in millions)



Rascal® Case Sales

