

# Replica® - A Revolutionary Brand

We grow retailers' bottom lines by benchmarking leading brands



- Replica® provides value to retailers and consumers
  - Retailers earn 50% -100% greater margin versus the benchmark brand
  - Consumers save 20% – 30%
- Independent testing shows consumers are unable to distinguish Replica Pinot Noir from Meiomi\*
  - Independent Replica vs. Meiomi taste study conducted with 84 wine drinkers
  - Participants couldn't taste the difference
  - Participants had equal preference for Replica and Meiomi
- Great press in the first vintage
  - California Pinot Noir, 2014, 88 Points - Wine Enthusiast
  - California Chardonnay, 2014; 90 Points, "Best Buy" – Wine Enthusiast



***"A spectacular launch!"***

– Jim Shpall, CEO, Applejack Wine & Spirits



\* Replica® proof of concept: November 2015 independent consumer test (Chicago)