

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
 - California Cabernet Sauvignon, 2014; 93 Points – Tastings.com
 - North Coast Chardonnay, 2015; 91 Points – Wine Enthusiast



“A spectacular launch!”
– Jim Shpall, CEO, Applejack Wine & Spirits



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