

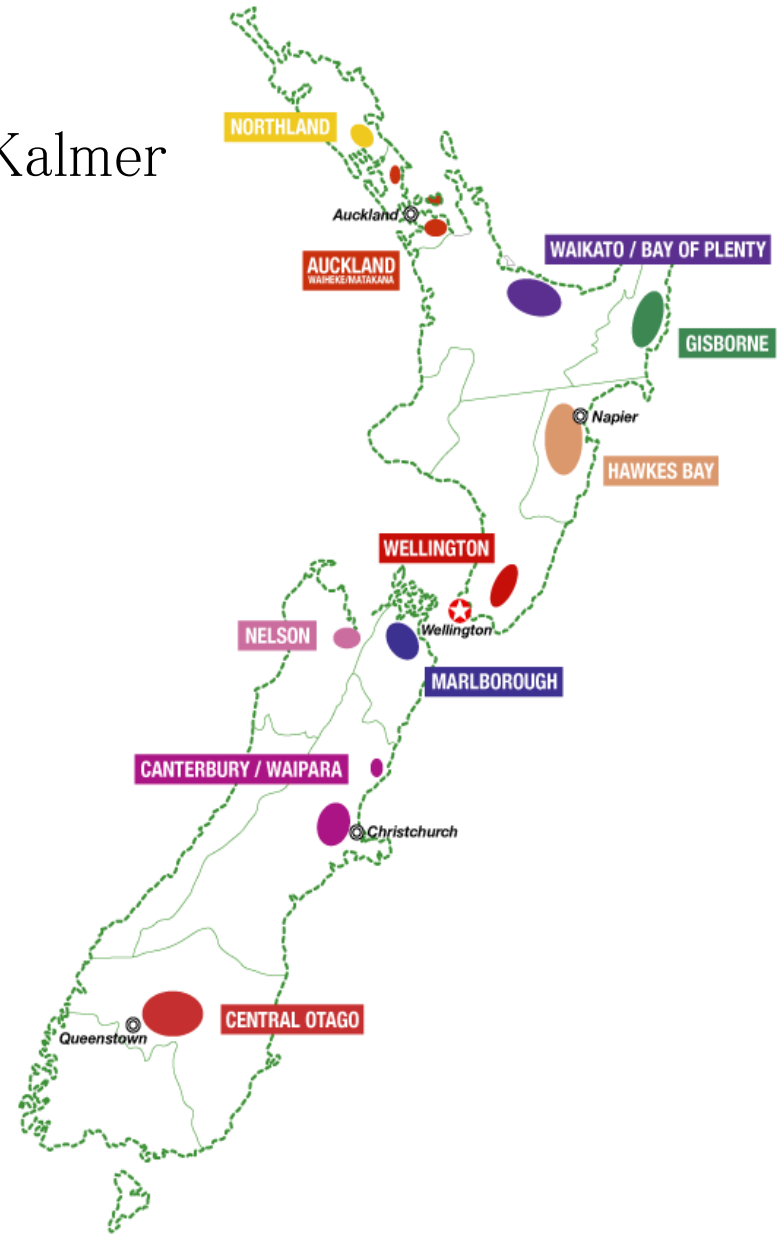


VIA
PACIFICA
SELECTIONS

This is Via Pacifica Selections
Portfolio Presentation

The Past

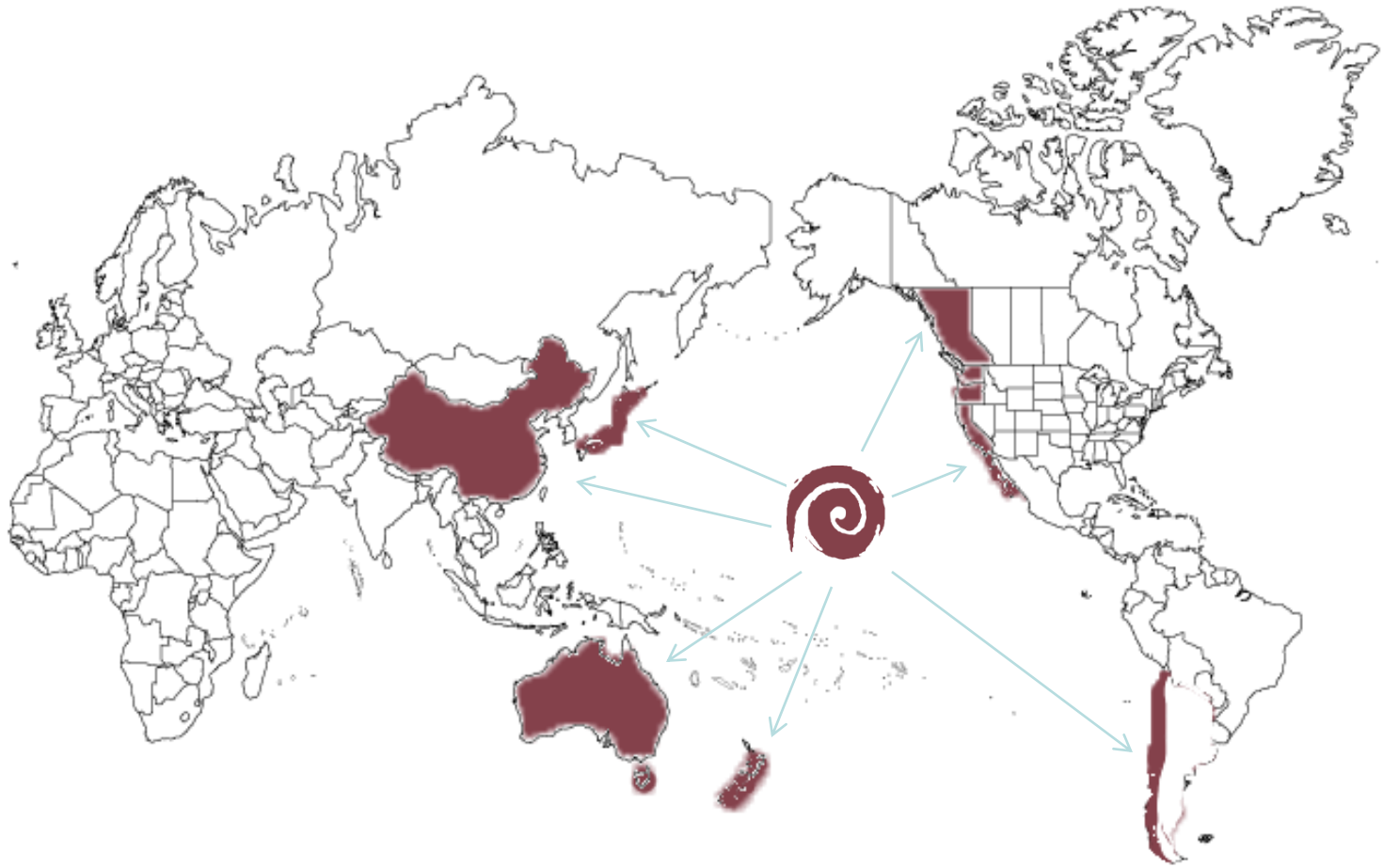
- Founded in 1999 by Howard & Shelly Kalmer
- 14 Brands imported into the US
- 100% New Zealand Portfolio
- Primary Varietal: Sauvignon Blanc
- Primary Region: Marlborough
- Average SRP: \$20



The Present

- Controlling interest in 2008 by the Duckhorn family
- New investors added
- Wine Company and Export Companies merged
 - Export of 9 California brands into China
- 12 brands from 6 regions
- 1 joint venture and 2 brands co-owned
- Average SRP is \$15/bottle
- Varietals: Cabernet Sauvignon and Sauvignon Blanc





The Future

Craft beverages from Pacific Rim regions

*Australia, New Zealand, China, Japan, Chile, Mexico, California, Oregon,
Washington and British Columbia*

Via Pacifica Mission Statement

Via Pacifica Selections offers craft beverages of unique lineage from the Pacific Rim regions of Australia, New Zealand, China, Japan, Argentina, Chile, Mexico, California, Oregon, Washington and British Columbia.

Via Pacifica, translated as “the peaceful route,” is committed to making craft beverages a part of the daily journey through life.

Goals

- Pacific Rim focus only
- Continue to expand into a fully integrated craft beverage company – Own and control brands
- Offer a wider range of price points and diversity of products
- Utilize non-traditional FOB partners (beer distributors) to better serve individual markets
- Become the craft beverage company for the Millennial generation
- Expand export program to China

Market Opportunities

The Millennial Generation

(Born 1977 - 2000)

- Millennials will be to wine in 2010 what social media was to wine in 2009 - a game changer. *The Millenier, Feb. 2010*
- Millennials are more adventurous. They consume more imports than other generations, are more likely to belong to a wine club, and dine out more often.
- Millennials view wine as an affordable luxury. They don't see wine as elitist or unattainable but believe it denotes maturity and sophistication not given by beer or spirits. This age group is also the first truly gender neutral generation when it comes to drinking wine.

Market Opportunities

The Millennial Generation

(Born 1977 - 2000)

- Millennials overwhelmingly associate wine with fun times.
- Millennials are also significantly more likely than older generations to purchase wines costing \$20 or more, and they visit wine bars more frequently than those in older age groups.
- The baby boomer generation has enjoyed wine for decades and now Millennial consumers, who grew up in families who served wine, are also showing an affinity for wine,” said Robert P. (Bobby) Koch, President and CEO of Wine Institute.

Opportunities for Growth

- Portfolio that meets Millennial demands
 - Pricing
 - Product mix
 - People
- Market Support
 - Full access web site for collateral materials
 - Regional sales reps
 - Suppliers that get their hands dirty! Suppliers that care and will support market work, in person.

Opportunities for Growth

- Focused Pacific Rim portfolio
- Fills the gaps on price and provenance
- Mix and match SKU's. Choose products that work for individual sales regions.
- No haggle pricing. Guaranteed best price, every day that emphasizes 56+ case purchasing.
- Unique sample program featuring 50ml bottles of every SKU.
- FOB ship point, Sonoma CA.
- Value proposition in every category

Market Summary

US Pricing (Ave. SRP/bottle)

Cabernet Sauvignon (2008)		Pinot Noir (2009)	
Argentina	\$13	Argentina	\$15
Australia	\$11	Australia	\$11
California	\$24	California	\$16
Chile	\$11	Chile	\$11
Mexico	\$10	Mexico	\$24
New Zealand	\$16	New Zealand	\$18
Chardonnay (2009)		Sauvignon Blanc (2009)	
Argentina	\$10	Argentina	\$11
Australia	\$8	Australia	\$13
California	\$17	California	\$17
Chile	\$9	Chile	\$10
Mexico	\$10	Mexico	\$10
New Zealand	\$14	New Zealand	\$15
Merlot (2008)			
Argentina	\$11		
Australia	\$12		
California	\$12		
Chile	\$9		
Mexico	\$8		
New Zealand	\$18		

Market Summary

- The top 3 importers (Italy, France and Australia) are not performing well. The clear growth leaders remain Argentina and New Zealand, which are now ranked #5 and #6 and growing at double digits. *Wine & Spirits Daily, Feb. 2010*
- The fastest growing price groups are 750ml bottles that cost \$3–6 and \$9–15. *Wine & Spirits Daily, Feb. 2010*
- Varietal growth is led by riesling, pinot noir and sauvignon blanc. They also have the highest level of positive buzz online. Malbecs, moscato, petite sirah and tempranillo are also gaining share, particularly malbec and moscato, which both gained 1 share point through December 12, 2009.
Wine & Spirits Daily, Feb. 2010
- According to Nielsen's survey, 18% of (on-premise) consumers are ordering more wine by the glass...

Wine & Spirits Daily, Feb. 2010

Market Conclusion

- Via Pacifica Selections is the craft beverage provider for the Millennials
 - Perfect price points
 - Focus on wine producers that are passionate and owner operated
 - Pacific Rim craft beverages are fun, playful and adventurous and are in sync with Millennials

VIA PACIFICA SELECTIONS

Craft Beverages from the Pacific

Australia, New Zealand, China, Japan,
Argentina, Chile, Mexico, California, Oregon, Washington, British Columbia

Prestige

SRP = \$30 or more

Ave. Wholesale = \$19.50 (\$234/case)

Ave. FOB = \$14 (\$168/case)

Varietals = Cabernet Sauvignon,
Merlot, Syrah, Pinot
Noir, Sauvignon Blanc,
Chardonnay

Promise

SRP = \$12-29

Ave. Wholesale = \$8 - \$19 (\$96 - 228/case)

Ave. FOB = \$5-13 (\$60-156/case)

Varietals = Various

Pipeline

SRP = Less than \$10

Ave. Wholesale = \$6.5 (\$78/case)

Ave. FOB = \$4.33 (\$52/case)

Varietals = Zinfandel
Merlot
Chardonnay
Cabernet Sauv.
Sauv. Blanc

Plus

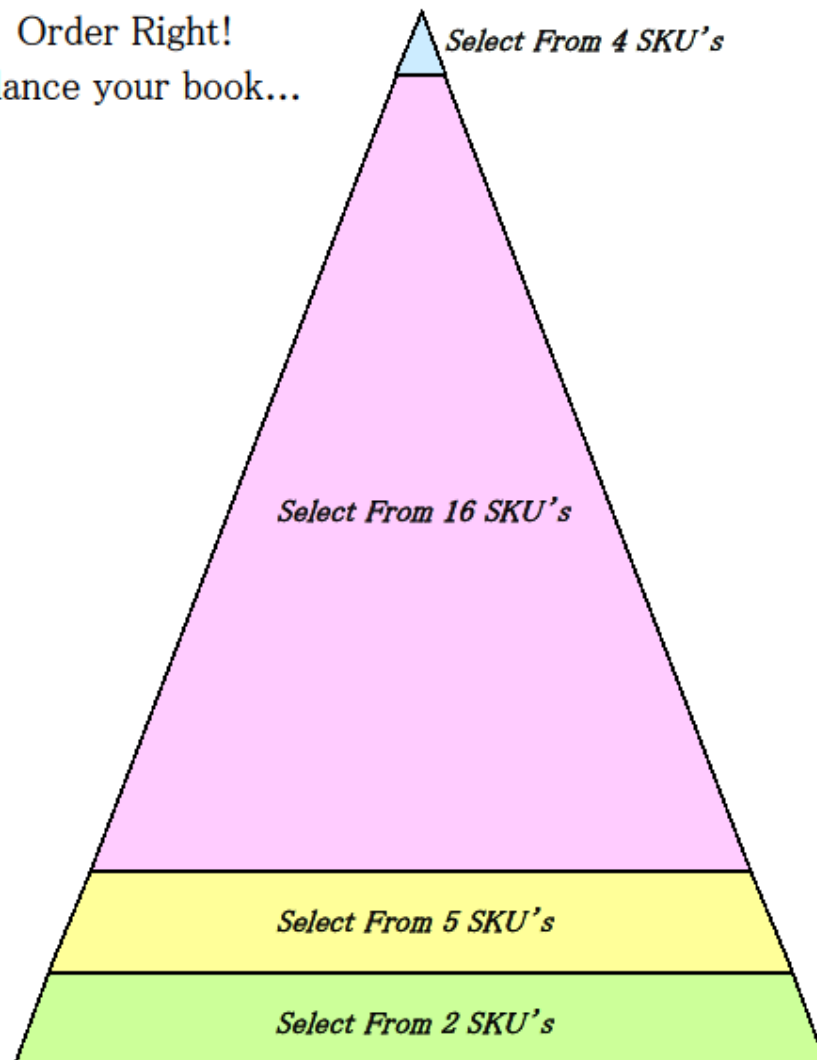
SRP = Value for Category

Ave. Wholesale = \$25 - 250/case

Ave. FOB = \$26 - 177/case

Beverages = Beer
Spirits
Sake
Tea
N.A.

Order Right!
Balance your book...



Via Pacifica Portfolio

California

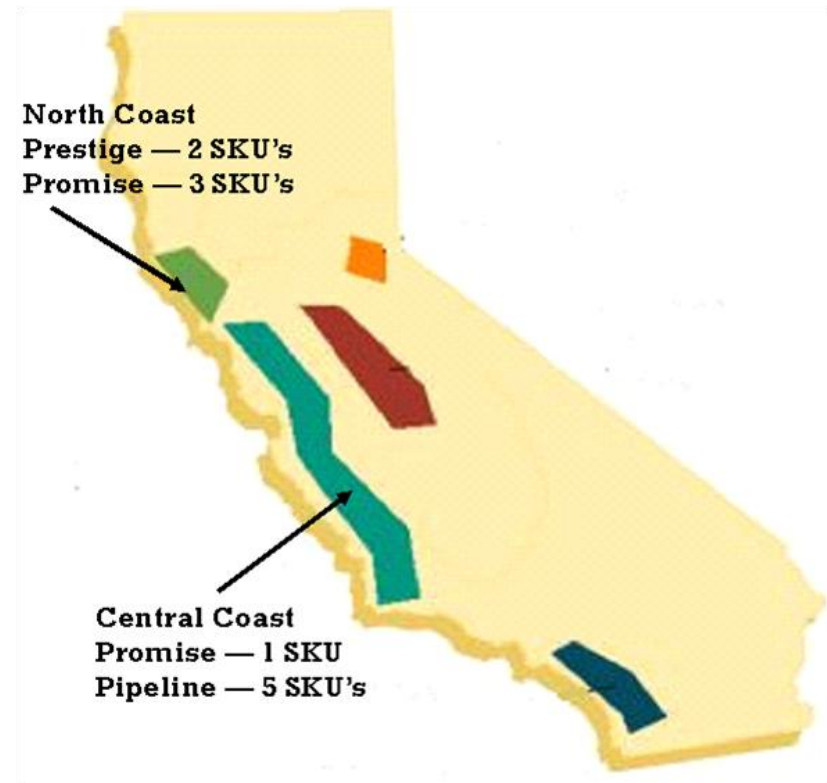


New Zealand



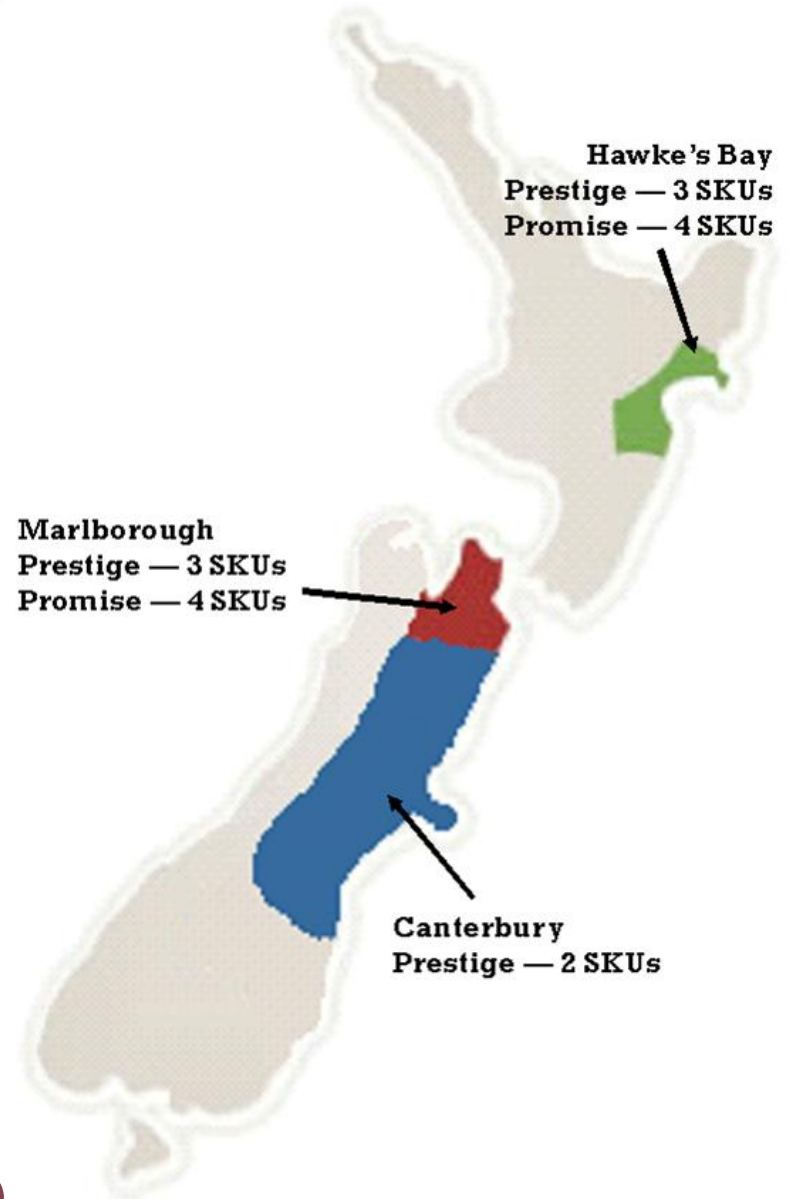
California

- Wine grapes grown since the 18th century
- Today, there are 2,900 + wineries
- 4th largest wine producing region in the world
- Unique and varied region producing all varietals and price points
- Top growing regions
 - North Coast
 - Et Cetera (VPS Portfolio Brand)
 - Central Coast
 - ETC (VPS Portfolio Brand)



New Zealand

- Wine industry established post WWII
- Today, there are 300 + wineries
- World renowned Sauvignon Blanc
- Wine exports exceeded \$1 billion
- in 2009
- Top growing regions
 - Hawke's Bay
 - Alpha Domus (VPS Portfolio Brand)
 - Trinity Hill (VPS Portfolio Brand)
 - Marlborough
 - Bird Winery (VPS Portfolio Brand)
 - Manu (VPS Portfolio Brand)
 - Canterbury
 - Muddy Water (VPS Portfolio Brand)

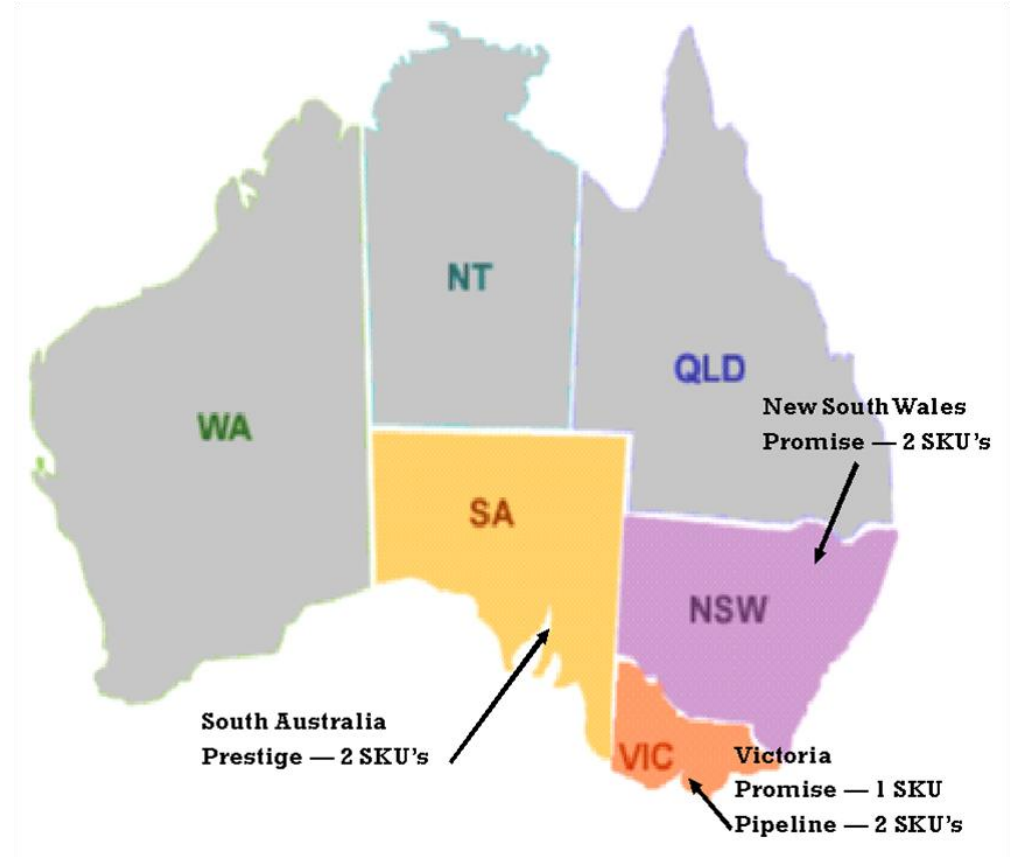


Via Pacifica Portfolio 2011

- Via Pacifica Selections is actively pursuing craft beverages from the following regions:
 - Australia
 - Chile
 - Mexico
 - Oregon
 - Washington
 - British Columbia

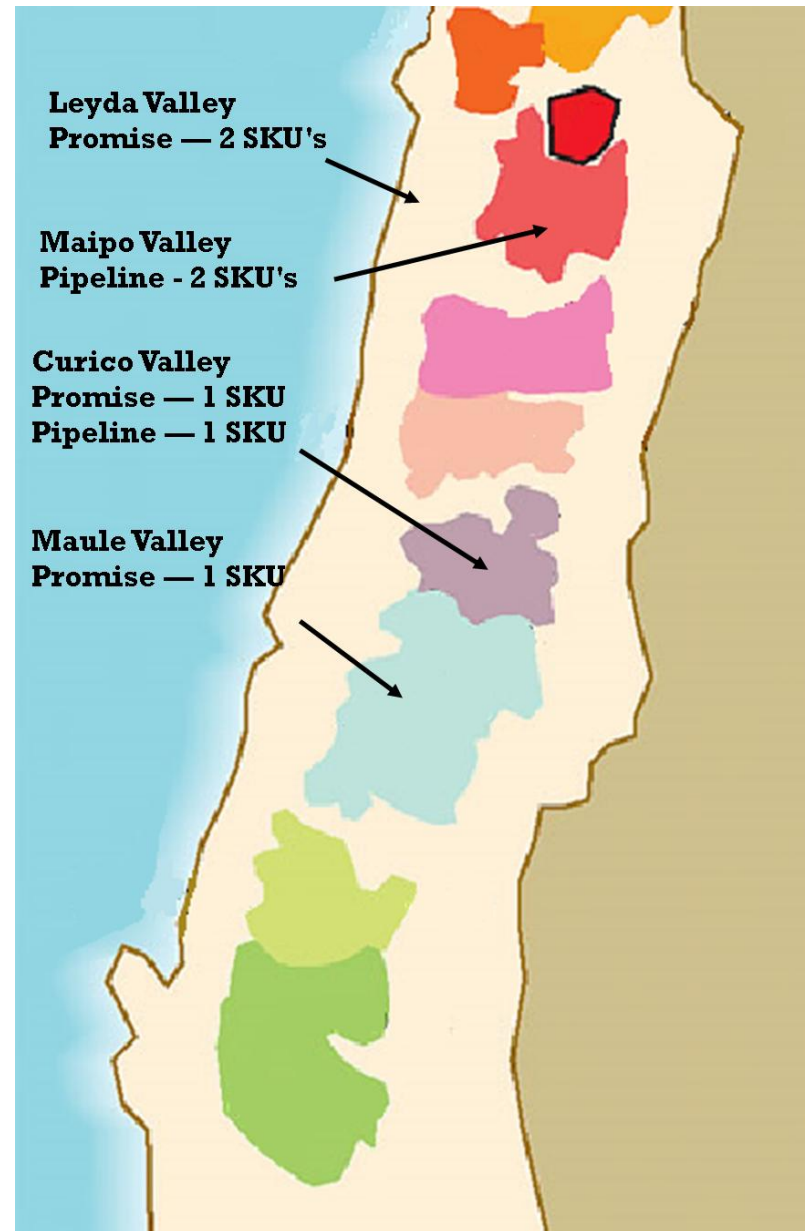
Australia

- Varietals to source
 - Chardonnay
 - Syrah/Shiraz
 - Marsanne
- Top growing regions
 - South Australia
 - Barossa
 - McLaren Vale
 - New South Wales
 - Hunter Valley
 - Victoria
 - Rutherglen



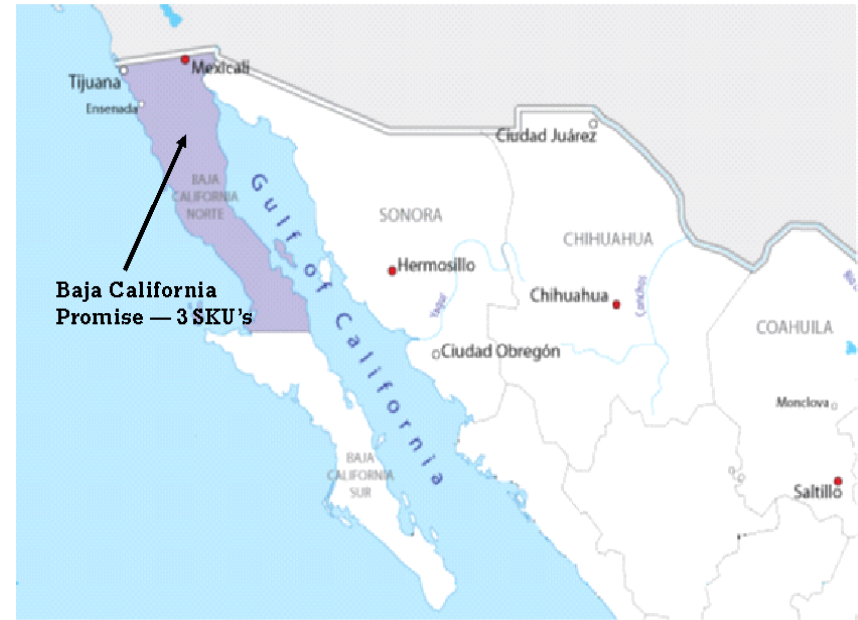
Chile

- Varietals to source
 - Cabernet Sauvignon
 - Sauvignon Blanc
 - Merlot
 - Viognier
 - Cabernet Franc
 - Sangria
- Top growing regions
 - Maipo Valley
 - Curico Valley
 - Maule Valley



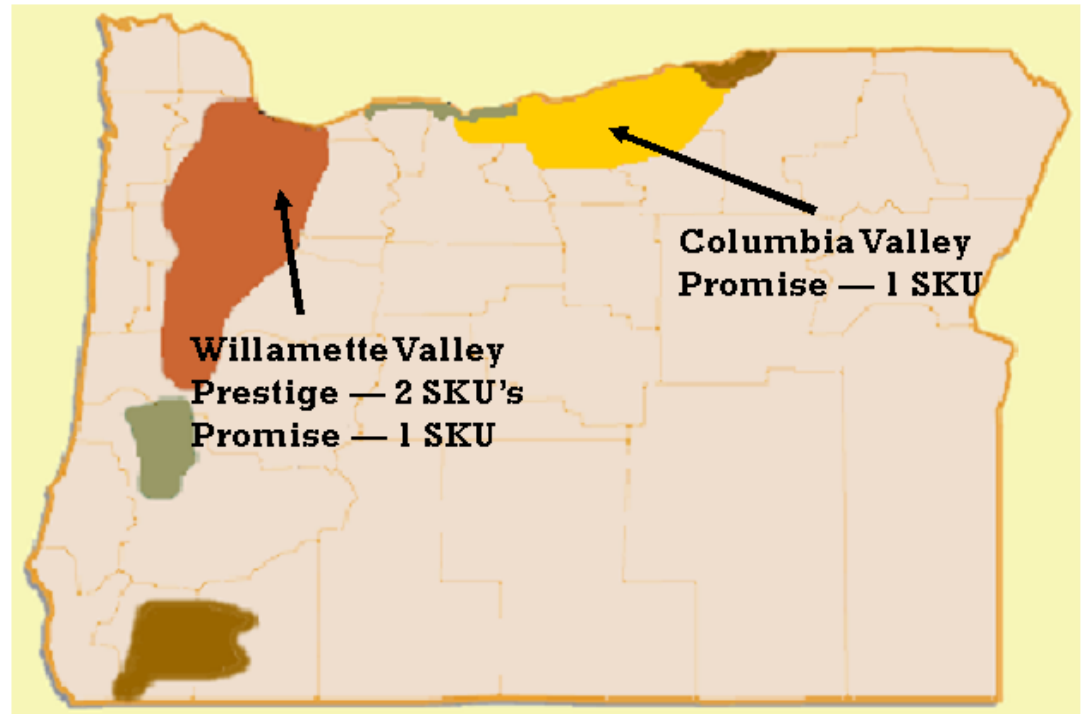
Mexico

- Wine grapes grown since the 17th century
- Today, there are 40+ wineries
- High quality or premium wine began here in the late 1980's, and it is still in various stages of emergence and evolution
- Mexico is blessed with some mature, well established vineyards of high quality grapes from the early 1900's
- Varietals to source
 - Tempranillo, Cabernet Sauvignon
 - Chardonnay, Sauvignon Blanc
- Top growing regions
 - Ojos Negros Valley, Baja California
 - Valle de Guadalupe, Baja California



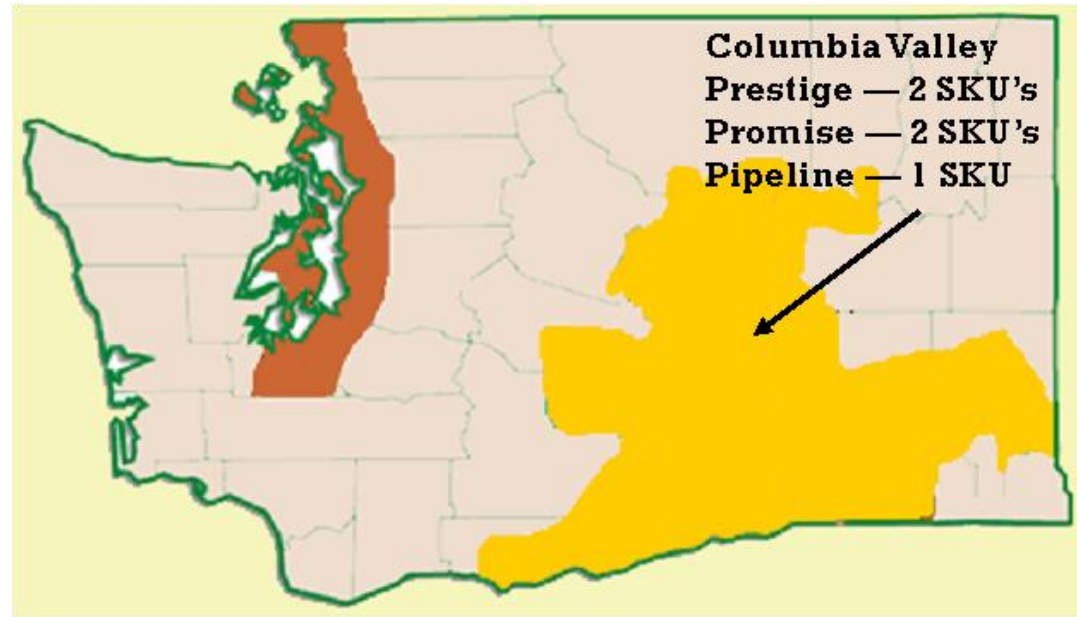
Oregon

- Varietals to source
 - Chardonnay
 - Pinot Noir
- Top growing regions
 - Willamette Valley
 - Columbia Valley



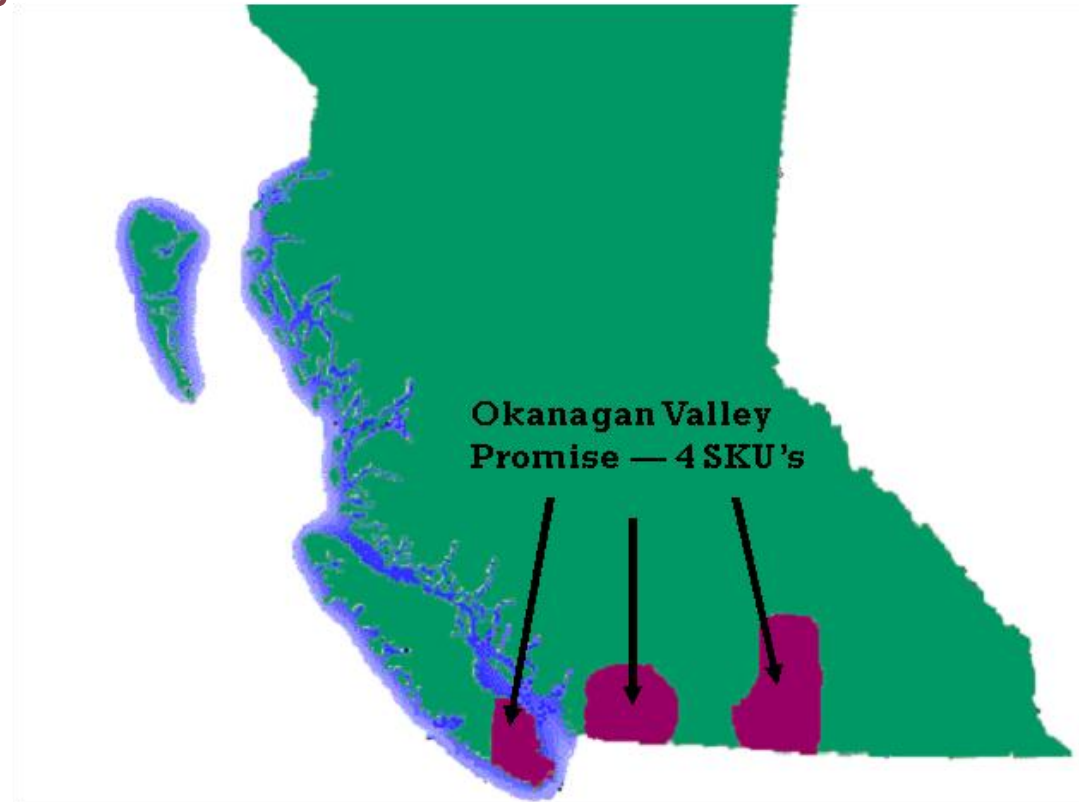
Washington

- Varietals to source
 - Cabernet Sauvignon
 - Merlot
- Top growing regions
 - Columbia Valley



British Columbia

- Varietals to source
 - Cabernet Sauvignon
 - Pinot Blanc
 - Gamay
 - Sparkling
 - Beer
- Top growing regions
 - Okanagan Valley





David Duckhorn
President
Via Pacifica Selections

Favorite place to drink a glass of wine:
Friday night watching "Mork & Mindy!"



Kelly Duckhorn
Director of Sales & Marketing
Via Pacifica Selections

Favorite place to drink a glass of wine:
In the mountains, after a long day of skiing!



Deanna Blevins
Office and Compliance Manager
Via Pacifica Selections

Favorite place to drink a glass of wine:
At the beach watching the sunset.