

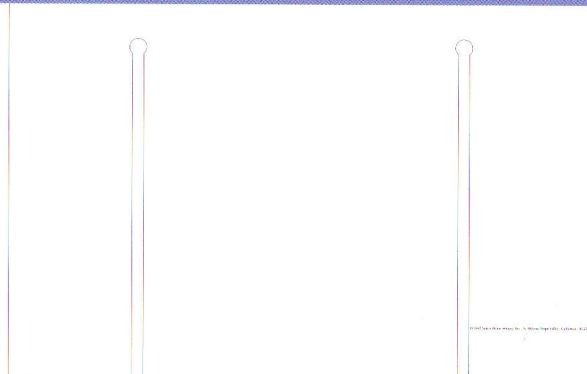
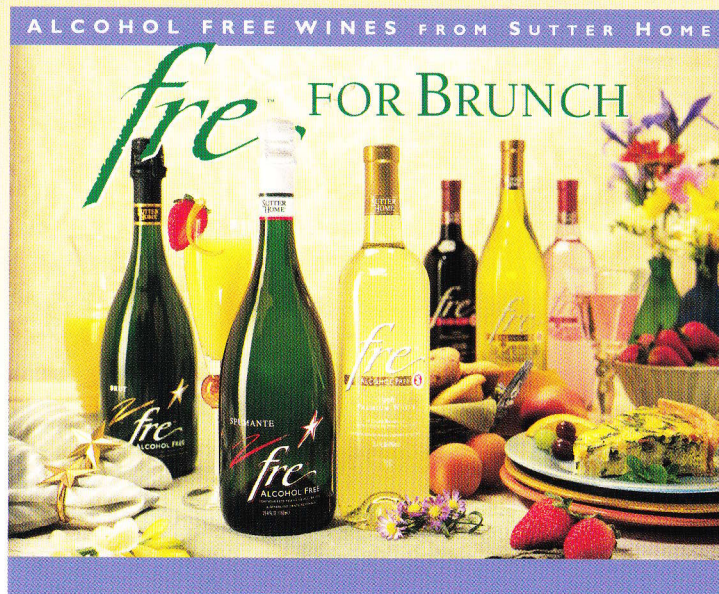
fre

FOR BRUNCH



ALCOHOL FREE WINES FROM SUTTER HOME

BRUNCH WITH THE BEST.



"Fre for Brunch" Single Cut Case Card

Code BC 2715

20" x 22 1/2". 5 per carton.

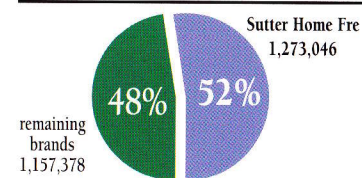
Today's casual entertaining style brings invitations to brunch for Easter, Mother's Day, graduations, and everyday gatherings. Your customers' shopping list includes flowers, fruits, juices, hams, baked goods and other high-margin items - also including alcohol-free alternatives.

Give your customers the #1 choice in alcohol-free wines.



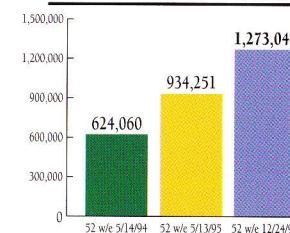
- Offers a full line of superior tasting premium still and sparkling wines
- Is the category leader with over a 52% share
- Is the only growing national brand, with over 16% growth in unit sales in the past year alone

UNIT SHARE OF ALCOHOL-FREE WINE SEGMENT



Source: Nielsen Scantrack 52 weeks ending 12/24/96

SUTTER HOME FRE UNIT VOLUME



Source: Nielsen Scantrack

Display and Cross-Merchandise Sutter Home's Alcohol-Free Wines

- Bright, traffic-stopping single cut case card is ideal for cross-merchandising out-of-section in the floral, produce or deli sections
- Instantly redeemable \$1 coupons - good on fresh flowers, strawberries or orange juice - are available where legal to maximize your store sales

Coupon Tear Pad

5" x 3" (25 per pad)

SAVE \$1⁰⁰
INSTANTLY

fre™ FOR ALL

NEW!



ALCOHOL FREE WINES FROM SUTTER HOME

NEW from the Alcohol-Free Wine Leader.

*fre*TM SPUMANTE

A fresh and fruity sparkling non-alcoholic wine, Sutter Home Fre Spumante boasts the characteristic creaminess of Champagne. Full, crisp apple and peach flavors make Sutter Home Fre Spumante a delicious alcohol-free alternative for any celebration.

UPC: 85200

Item Code: 00107

Package Net Volume: 25.4 fl. oz.

Case Pack: 12

Case Gross Weight: 47 lbs.

Case Net Weight: 20.4 lbs.

Case Cube: 1.309 cu. ft.

Case Dimensions: Length: 15 1/2",
Width: 11 9/16", Depth: 12 5/8"

Pallet Pattern: 10 cases per layer x four
layers per pallet = 40 cases per pallet



*fre*TM PREMIUM WHITE

Rich, round flavors balanced with a crisp finish make Sutter Home Fre Premium White the ideal alcohol-free table wine for dining or casual sipping. Its fragrant fruit aromas suggest passion fruit, strawberry and tangerine.

UPC: 85200

Item Code: 00106

Package Net Volume: 25.4 fl. oz.

Case Pack: 12

Case Gross Weight: 33 lbs.

Case Net Weight: 20.5 lbs.

Case Cube: 0.749 cu. ft.

Case Dimensions: Length: 11 1/2",
Width: 9 3/16", Depth: 12 1/4"

Pallet Pattern: 14 cases per layer x four
layers per pallet = 56 cases per pallet



*Stock and display the #1 alcohol-free
choice of consumers and retailers.*

