

Title: Sterling Vineyards Made With Organic Grapes
Version: v2

Visuals	Audio
<p>LOOK/FEEL: Crisp, clean, fresh, vibrant, derivative of SV Organic labels. Greens, yellows.</p>    <p>Examples of clean-lined organic looks.</p>	<p>MUSIC: Overview begins with modern, upbeat music, then fades out.</p> <p>Music fades in to concluding paragraph and builds to the end.</p> <p>VOICEOVER: Energetic, enthusiastic.</p>
<p>Section 1. OVERVIEW [Note – visual text and quick facts listed are parts cut from the script to stay within allotted time.]</p> <p>Visual text: “Organic wines are one of the hottest trends in restaurants today”, National Restaurant Association, 2007</p> <p>Visual text: <i>Wine Spectator</i> and <i>Wine Enthusiast</i> have recently dedicated entire issues to the organic wine movement.</p> <p>Quick Fact: Sales of organic food and drinks increased by over 40% from 2002 – 2005, growing another 21% in 2006, reaching a total market size of almost \$20B by 2007</p>	<p>Section 1. OVERVIEW/ORGANIC BACKGROUND (2 minutes, 40 seconds)</p> <p>From large to small, Northern California wineries are starting to color their operations green, whether by growing their grapes organically, employing sustainable farming methods, or even using biodynamic methods. In particular, wine made with organic grapes is a hot category for the United States, with retailers increasingly embracing this growing consumer trend.</p> <p>Diageo Chateau & Estate Wines is pleased to introduce our first full offering of wines made from organically grown grapes, known as</p>

Visual text:
Labels are certified by the Forest
Stewardship Council.

Sterling Vineyards, Made with Organic Grapes. Our Chardonnay, Sauvignon Blanc and Cabernet Sauvignon are all sourced from premium, organically-farmed vineyards in Mendocino County. We must distinguish this wine from our competitors' wines, some of which are actually Organic wines and may not contain minimal amounts of sulfites to protect the wine. [Pause.] Since *Sterling Vineyards, Made with Organic Grapes* is such a long name, let's just call it *Sterling Vineyards Organic* for short. Our commitment to the organic and socially responsible category extends to our labels, which are printed on paper made from 30% post consumer waste material, and our shippers, made from 80% recycled material.

As our team worked on this exciting release, we learned that several distinct segments exist within this category.

The first segment is the simplest, legally named *Contains Organic Ingredients*, meaning that some ingredients in the wine are organic. There is very little participation or volume in this segment.

The second segment is called *Made With Organic Grapes*. This is where *Sterling Vineyards Organic* resides. The segment dominates the category in terms of volume, and other major competitors are in this space.

Quick Fact:

The umbrella organization that certifies most growers is the United States Department of Agriculture (USDA) National Organic Program (NOP) which develops, implements and administers national production, handling and labeling standards for organic agricultural products.

Vineyards, bottling line, aging, storage, and rigorous processes are all required by law to be certified organic. Grapes must be free from any artificial fertilizers or synthetic chemicals. The agency that monitors and awards this certification is the CCOF (California Certified Organic Farmers), which is certified itself by the USDA.

The next segment is identified as *Organic Wine*. Wines in this segment are also made from organically farmed grapes. The key difference is that they do not add any sulfites to protect the wine from spoilage. Our winemaking team and makers of other major organic brands feel very strongly that the addition of minimal amounts of sulfites is essential to deliver the quality of wine in the bottle that is expected by our consumers.

Finally, the most complex green segment is *Biodynamic* wines. Farmers who embrace this methodology treat each vineyard as an enclosed ecosystem. The category is philosophical as well as practical, and involves such practices as farming by the cycles of the moon.

Sterling Vineyards Organic combines a trusted, recognizable brand with premium grape sourcing and skilled winemaking to deliver a stunning example of wine made with organically grown grapes.

<p>Section 2. VINEYARDS</p> <p>Quick Fact: Sustainable farming: vineyard growers who practice sustainable activities contribute positively to the environment without depleting it, by using such methods as . . .</p> <p>Video footage plays throughout while VO is read.</p> <p>Video footage regarding Mendocino terroir/features and organic practices.</p>	<p>Section 2. VINEYARDS (40 seconds)</p> <p>We source our organic grapes from Mendocino county, regarded by many as ground zero for the organic farming movement, due to its long history of sustainable and organic farming practices, and the prevalence of small, family-run farms dedicated to such farming practices. With its long growing season and Mediterranean climate, the Mendocino area tends to produce intense fruit perfect for our Chardonnay, Sauvignon Blanc and Cabernet Sauvignon. The diverse topography and large acreage in the county allows us to source from many different areas, allowing our winemaker, Malcolm Seibly, to select the best fruit and create blends that reflect the unique nature of Mendocino County.</p> <p>Insert Video; Visual text: <i>Malcolm Seibly, Winemaker, Sterling Vineyards Made With Organic Grapes</i></p>
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Section 3. WINEMAKING/PEOPLE

Video footage regarding sourcing, organic practices away from the vineyards and personal perspectives of program

Section 3. WINEMAKING/PEOPLE

(15 seconds + video length)

With over 30 years' winemaking experience, our winemaker Malcolm Seibly brings serious knowledge and passion to Sterling Vineyards Organic wines. His expertise in selecting high-quality grapes from Mendocino County makes him the perfect winemaker for these exciting new wines.

Insert Video; **Visual text:** *Malcolm Seibly, Winemaker, Sterling Made With Organic Grapes*

Insert Video; **Visual text:** *John Fetzer, Owner, Saracina Vineyards*

Insert Video; **Visual text:** *Tim Waskow, Vineyard Manager, Mendocino County*

Section 4. KEY SELLING POINTS

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(50 seconds)

Here are the key selling points for Sterling Made With Organic Grapes:

NUMBER ONE:

Sterling Vineyards, Made with Organic Grapes is an exciting opportunity for Diageo to present our first full offering in this rapidly growing consumer segment.

NUMBER TWO:

Our packaging reflects our commitment to this category. Our

	<p>shippers are made from 80% recycled material, and our labels contain 30% post-consumer waste material, certified by Forest Stewardship Council.</p> <p>NUMBER THREE: In a category cluttered by many small players, Sterling Vineyards delivers a product with a fresh package, a recognized and trusted brand name, and high-quality, delicious wines.</p> <p>NUMBER FOUR: Our winemaker, Malcolm Seibly, has over 30 years experience crafting premium wines, and has a particular passion for organically grown, Mendocino grapes.</p>
<p>Section 5. CONCLUSION</p>	<p>Section 5. CONCLUSION (45 seconds)</p> <p>As the organic category grows, more premium wineries are beginning to recognize the need to deliver wines made from organically grown grapes. The movement has also led to the demand for high-quality standards, with many ultra-premium producers driving the category’s acceptance by gatekeepers and consumers alike. The end result for Sterling Vineyards, made with Organic Grapes is a strong connection to the land realized in the glass.</p> <p>At Diageo Chateau & Estate Wines, we are truly excited to offer these outstanding wines made with organically certified grapes. We</p>

believe these wines meet a growing consumer need, and position Sterling Vineyards as an important new entrant to this segment. Sterling Vineyards' tradition of producing premium wines serves as an exciting launching point for these excellent wines.