

RE: NOTES FROM INSIDE OUR WINERY:

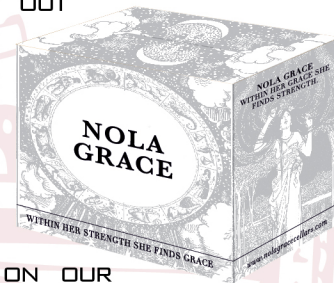


WE ARE CRAWLING OUT OF THE DOG DAYS OF AUGUST AND STARTING TO RAMP UP PRODUCTION FOR THE HOLIDAY SEASON-HARD TO BELIEVE ITS JUST AROUND THE CORNER! THIS PROCESS STARTS DURING THE SUMMER, WHEN WE REVIEW THE PRIOR YEARS HOLIDAY PRODUCTION SCHEDULES AND START MAKING ADJUSTMENTS TO MEET THE VOLUME REQUIREMENTS THAT GROW EVERY YEAR. IT'S NOT EXACTLY THE MOST GLAMOROUS JOB IN THE WINE BUSINESS, BUT THIS PLANNING BECOMES MORE CRITICAL AS OUR CUSTOMERS IN THE U.S. AND OVERSEAS INCREASE THEIR HOLIDAY ORDER SIZE AND FREQUENCY FOR OCTOBER THROUGH DECEMBER SHIPMENTS. THIS PROCESS REMINDS ME NOT ONLY OF THE WIDE VARIETY OF WINE TYPES AND PACKAGE SIZES (MORE THAN 300 SKU'S) PRODUCED BY MY BROTHER PAUL'S TEAM AND SOLD BY MY OLDEST BROTHER ANTHONY (A3), BUT



ALSO ALL THE PACKAGING MATERIALS, DRY GOODS, LABELS, CORKS AND SCREW CAPS REQUIRED TO APPEAL TO OUR CUSTOMERS.

NEW PACKAGING: A3 HAS BEEN AT IT AGAIN AND CAME UP WITH ANOTHER BEAUTIFUL BRAND CALLED NOLA GRACE! THIS CONSISTS OF VINTAGE DATED SAUVIGNON BLANC AND DRY ROSE. I'M NOT SURE WHAT I LIKE MORE ABOUT THIS BRAND, THE LIQUID IN THE BOTTLE OR THE PACKAGING. THIS LABEL IS LIKE NOTHING ELSE IN OUR PORTFOLIO. THE FRONT HAS A CIRCULAR CUT OUT WHICH ALLOWS YOU TO SEE THROUGH THE WINE TO THE BACK LABEL, WHICH UNVEILS THE BEAUTIFUL PICTURE OF A STRONG WOMAN WITH HER HAIR FLOWING IN THE WIND.



RUNNING THIS NEW LABEL ON OUR BOTTLING LINE WAS A CHALLENGE, BUT LIKE MOST THINGS HERE AT SCOTTO CELLARS, WE EVENTUALLY FIGURED IT OUT. WITH A LOT OF HELP AND COMMUNICATION FROM THE LABEL PRINTER, WE FINALLY TOLD PAUL WE WERE READY TO BOTTLE. TODAY, A3 IS ROLLING IT OUT ACROSS THE U.S. WITH HIS SALES TEAM AND THE MARKET RESPONSE HAS BEEN TERRIFIC, SO ALL THE WORK AND LONG LEAD TIME WAS DEFINITELY WORTH IT.

BOTTOM LINE, THE BUSIEST DAYS AT THE WINERY ARE HERE. PAUL IS CRUSHING AND FERMENTING THE 2018 HARVEST, A3 AND BILL CHENAULT, OUR NATIONAL SALES MANAGER, ARE ON THE ROAD WRAPPING UP THE HOLIDAY SALES PROGRAMS WITH CUSTOMERS FROM COAST TO COAST, AND I'LL BE BOTTLING AND SHIPPING AS FAST AS WE CAN THROUGH THE END OF THE YEAR. WHEN YOU ENJOY A GLASS OR TWO OF OUR WINE THIS HOLIDAY SEASON, WE'LL KNOW ALL THE WORK IS WORTH IT!

