

## WINES CATEGORY

### 2008 PRODUCT BUYING PLANS - (July 2008)

Max 2 submissions per Agent

Category/Program	Region/Sub Category	Details	Price Range	Sample & Application (NISS) Due
Nouveau	Ontario, France, Italy	A letter with full details has been released to most Trade Associations in July 2008	TBD	29-Aug-08
Seasonal Summer Wines	Southern Hemisphere	One-time purchases from these three categories: Rose, Moscato, and Low-alcohol wines (< 8.5% alc./vol.). For release in May 2009. For Northern Hemisphere, final selection and tasting of 2008 Vintage to occur in January 2009.	\$7.95 - \$19.95	10-Oct-08
	Northern Hemisphere			14-Nov-08
South Africa	All	Contemporary package and approachable brand image. Strong marketing plan and support budget.	\$7.95 - \$12.95	<b>NEW DATE: 14-Nov-08</b>
Holiday Gifts	All	Gift items for the 2009 holiday season. Should be an added value via an attached premium or via a premium package or 2-3 bottles pack	\$9.95 - \$120	16-Jan-09