

CREW

WINE COMPANY

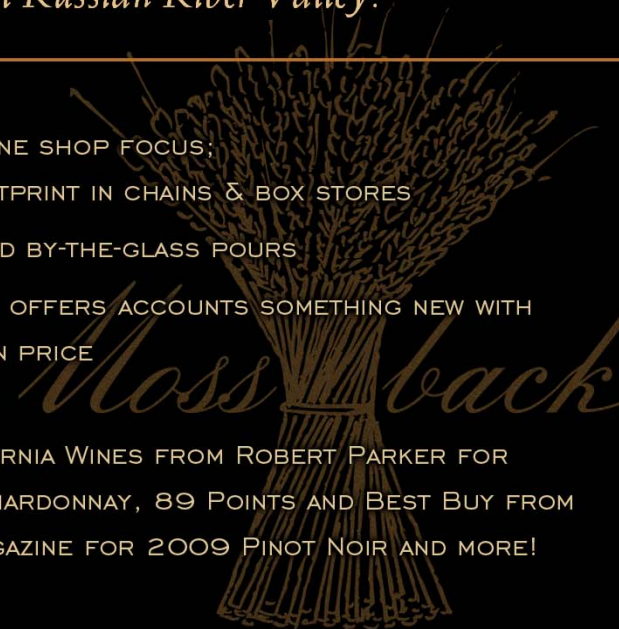


KEY BRAND POINTS

Mossback is an old fashioned term for farmer. The Giguere family has a long history of farming and for the Mossback brand we have sought fruit from some of the most renowned farmers in the Russian River Valley. The name also conjures up images of the mossy rocks, tree trunks and end posts that are so prevalent in the cool Russian River Valley.

1. A VALUE PROPOSITION FROM THE RUSSIAN RIVER VALLEY
2. SMALL, SELECT VINEYARDS IN THE RUSSIAN RIVER VALLEY AND CHALK HILL APPELLATIONS – HIGHLIGHTED BY CHARDONNAY FROM DUTTON RANCH
3. CUTTING EDGE STYLE – LIGHTLY OAKED CHARDONNAY AND REFINED ELEGANT PINOT NOIR AND CABERNET SAUVIGNON
4. BRILLIANT WINEMAKER IN DAN CEDERQUIST WITH EXPERIENCE AT STAGS LEAP & DE LOACH

5. RESTAURANT AND WINE SHOP FOCUS; MINIMAL RETAIL FOOTPRINT IN CHAINS & BOX STORES
6. PRICED FOR TOP-END BY-THE-GLASS POURS
7. NOT OVEREXPOSED: OFFERS ACCOUNTS SOMETHING NEW WITH BEING UNDERCUT ON PRICE
8. LOADS OF AWARDS: BEST VALUE CALIFORNIA WINES FROM ROBERT PARKER FOR 2006 UNOAKED CHARDONNAY, 89 POINTS AND BEST BUY FROM WINE & SPIRITS MAGAZINE FOR 2009 PINOT NOIR AND MORE!



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2009
CABERNET SAUVIGNON

Big, bold wine. The flavors are a deliciously juicy blend of black currants, chocolate covered cherries and blackberries.

BLEND
77% CHALK HILL CABERNET SAUVIGNON
23% CHALK HILL MERLOT
ALCOHOL: 13.9%
PRODUCTION: 1,200 CASES



2010
CHARDONNAY

Lightly oaked with aromas of fresh sliced green apples, honeysuckle, caramel, and Crème brûlée. Flavors of green apples, pear, and honeydew melon are enhanced by hints of toasty oak and butterscotch.

BLEND
100% CHARDONNAY
ALCOHOL: 13.9%
PRODUCTION: 797 CASES



2010
PINOT NOIR

Rich red berries and cocoa powder linger on the palate with blackberry hints. The finish is long and smooth, with essence of chocolate covered espresso beans.

BLEND
94% RUSSIAN RIVER VALLEY PINOT NOIR
5% DUNNIGAN HILLS SYRAH
1% TANNAT
ALCOHOL: 13.9%
PRODUCTION: 975 CASES



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MOSSBACK
Russian River Valley

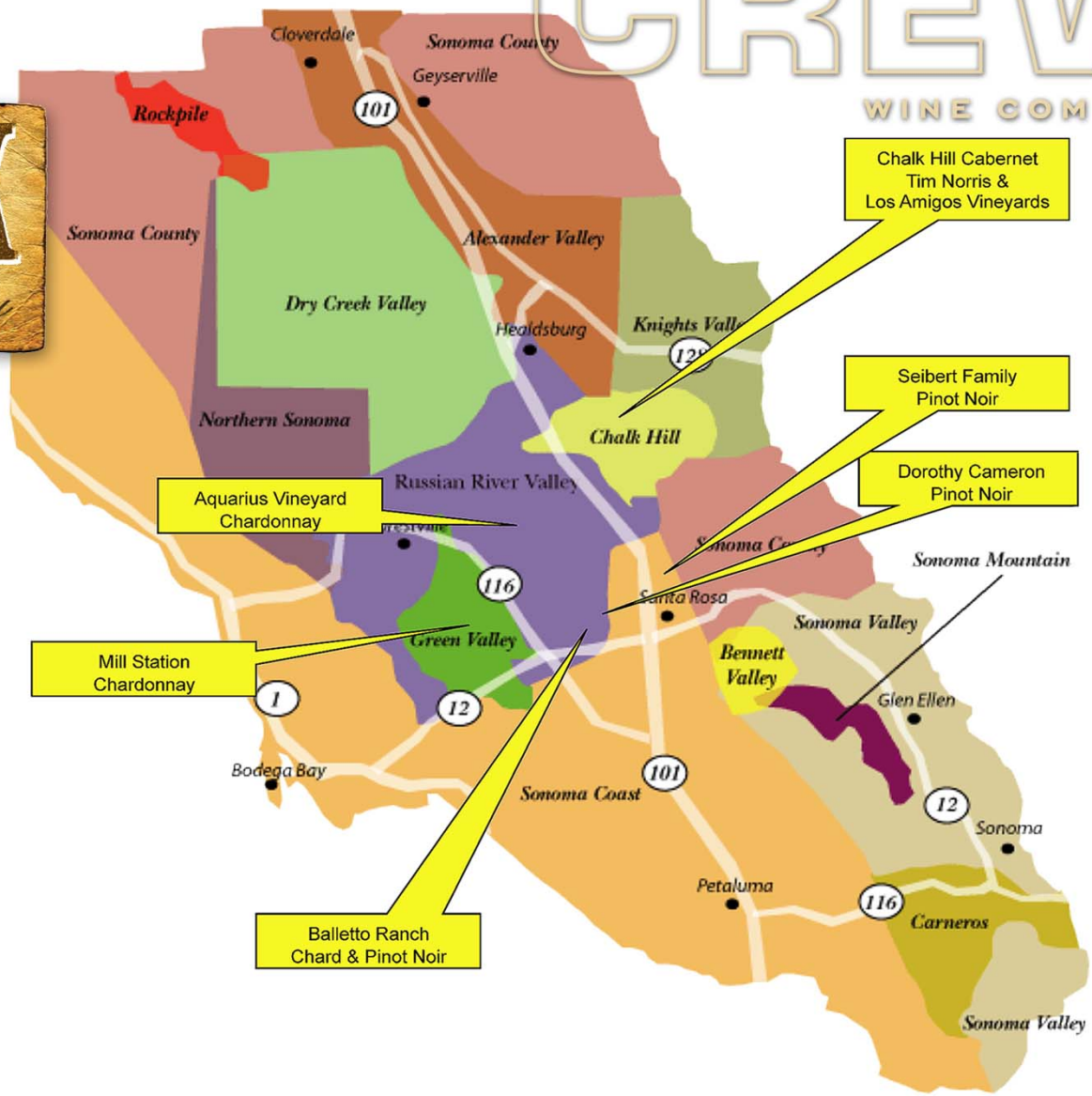


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