

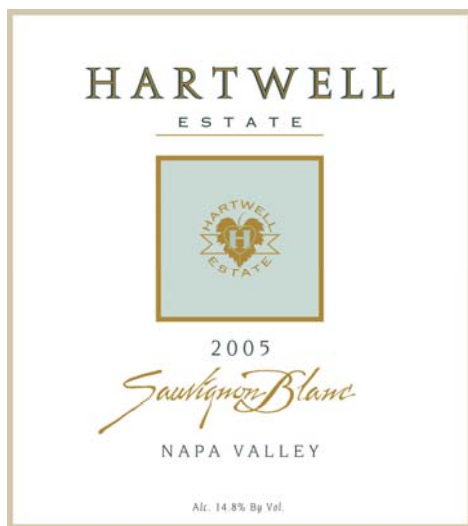


## NEW LABEL ROLLOUT

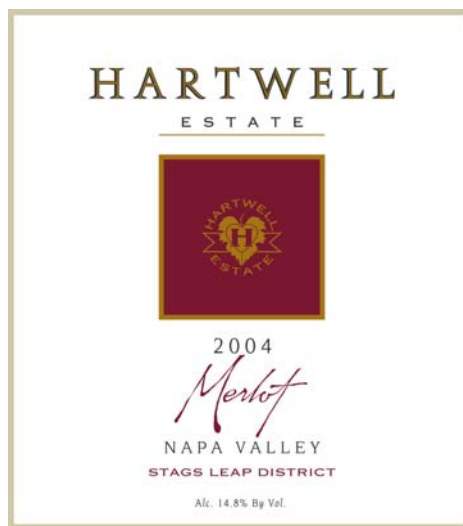
**GOAL** Bring packaging in line with the outstanding caliber of Hartwell wines without compromising brand equity.

**RESULT** Crisp, distinguished packaging that incorporates Hartwell's signature logo and font.

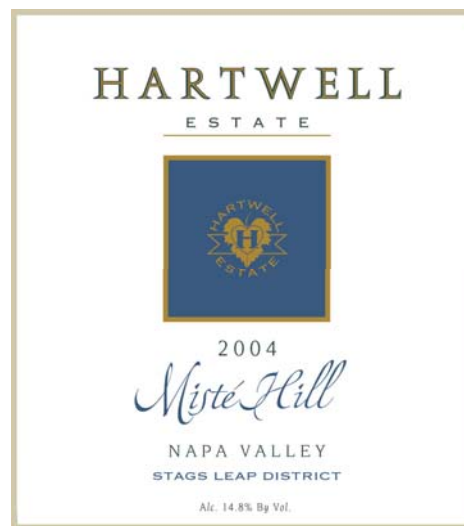
**BENEFIT** Renewed excitement for the Hartwell brand.



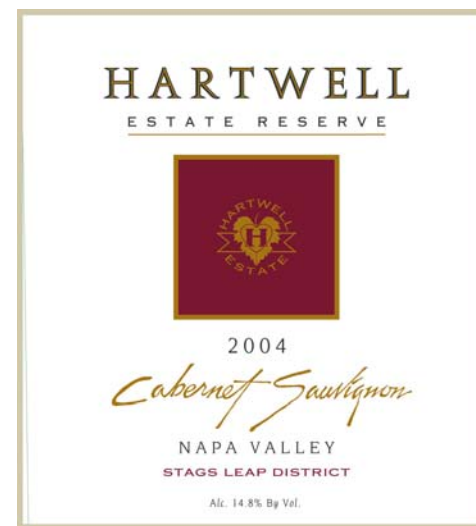
Inaugural Release  
Summer 2006



Spring 2007 Release



Spring 2007 Release



Spring 2008 Release\*

*\* Beginning with the 2003 vintage, this wine will be released in spring after six months of additional aging.*