



Representative Portfolio

www.vintelligentmarketing.com

info@vintelligentmarketing.com

707-987-9821

VINTELLIGENT MARKETING

In today's market it is essential that small wineries have a strong brand identity and marketing plan. It is not enough to make incredible wine – there must also be packaging that will grab the attention of consumers and distributors, and a story that will keep their attention. There must be a plan to capture the more profitable direct-to-consumers sales, while maintaining a presence in the on and off-premise market to continue to expose your brand to new consumers.

With over 35 years of combined experience in wine sales, marketing and winery operations, Vintelligent Marketing specializes in helping small wineries to succeed in the today's market. We offer a comprehensive range of marketing services and customized solutions to our clients specifically matched to their needs and priorities. We also know that the most expensive option is not always the best option, and our goal is always to market your wine Vintelligently.

PACKAGING
WINE EVALUATION
STORY CREATION
WEBSITE EVALUATION
WINE CLUB CREATION
EVENT PLANNING

Vintelligent Marketing specializes in helping small wineries focus their pricing, packaging and brand image to increase their market exposure and sales. We offer comprehensive services focused on marketing activities that are critical to the success of every winery. Whatever your needs or marketing challenges, Vintelligent Marketing can help.

Dan Moberg spent seven years as the wine buyer at the St. Helena Wine Center, one of the finest wine shops in the United States. Before that he worked as a sales representative for a fine wine wholesale distributor, a cellar rat, on bottling lines, and even in the vineyards during harvest for Valerie's family. He has a naturally acute palate that he has enjoyed refining over the years.

Valerie Moberg has spent years working for small wineries, and has done everything from working on bottling lines, tasting room sales, administration, newsletter writing, marketing and event planning. She has a B.A. in Communication from the U.C. Santa Barbara, a program dedicated to the study of all forms of human communication. She started her wine industry career in the vineyards on her family's 400-acre ranch.

Making a fine wine is just the first step in succeeding in the very competitive wine industry. Vintelligent Marketing has the knowledge and the experience to help bring your brand from the grapes in the vineyard to the bottle on the consumer's table. Please visit our website at www.vintelligentmarketing.com to read more information about how we can help your brand become more successful.

XURUS

REVERE THE DAY'S RADIANT SPIRIT THAT GUIDES AND GUARDS
TILL DUSK UNWRAPS ITS DARK MANTLE AND THEN
SINK INTO THE LOVING EMBRACE OF THE VINE'S NECTAR...

... AND UPON THE MORROW'S AWAKENING,
RISE TO THE SONG OF THE NOBLE BIRD AND
WELCOME THE NEW DAWN.

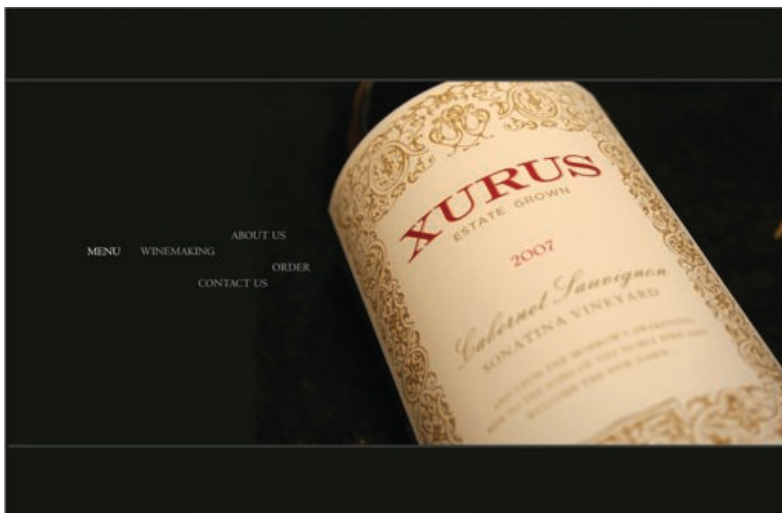
Scope of Work

Complete brand identity creation
Name, concept, logo
Label design direction
Back and front label text
Pre-sell offering
Collateral material creation
Website design direction and text
Professional Photography

We started working with Xurus (pronounced 'khoo-roos', with the "kh" pronounced with a slightly throaty sound and the "oo" like "root") six months before grapes were picked from the Lake County vineyard for the first vintage. The name is based on the Persian word for rooster, and celebrates centuries of that culture's elegance, art, culture and joie de vivre. We researched Persian culture, literature and poetry to create the name and logo concept, and then worked with label design firm CF Napa to finalize the front and back label design, wrote the front and back label text as a poem with one of the owners, created all of the collateral materials for a private pre-sell offering and worked with San Francisco's Digital Engraving to print all of the labels and collaterals using engraving rather than standard printing to emphasize the intricate beauty of the label and logo.

Final Package

Final Website Design



R E S P I T E

ALEXANDER VALLEY • REICHEL VINEYARD

You feel it as you crest the last hill, round the last bend. Your mind quiets and your body relaxes. It can be a quiet beach or a bench in a far corner of a city park. You have arrived at the place that makes you forget the craziness of the rest of the world, your Respite.

We invite you to enjoy this wine that we have created using the grapes from our hillside vineyard, where we go when we need Respite from the complexities of life.

Scope of Work

Complete brand identity creation

Name, concept, logo

Label design direction

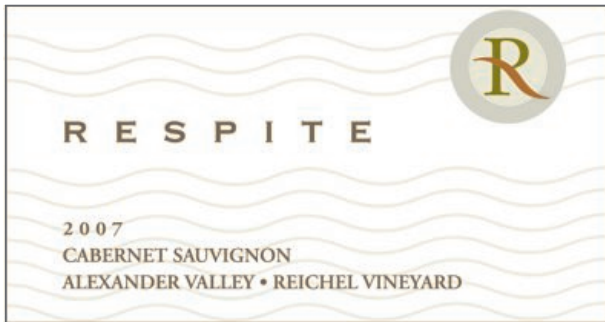
Back label text

Letterhead and business card design

Release letter text

We created this brand for a long-time grape growing family who decided to create a brand from their own mountain fruit in the Alexander Valley Appellation. The name came from the owners' desire to emphasize that the vineyard provided a reprieve from their everyday life. We wrote back label, website and release letter text, worked with label designer Parham Design to create the logo and the label design, and created letterhead and business card designs. The label visually conveys the idea of this vineyard being a place of respite. The subtle wavy lines suggest the busyness of everyday life, while the open space around the name visually represents the feeling of calm that comes from the panoramic views and the absence of noise and modern distractions.

Final Label Design



Tech Sheet

You feel it as you crest the last hill, round the last bend. Your mind quiets and your body relaxes. It can be a quiet beach or a bench in a far corner of a city park. You have arrived at the place that makes you forget the craziness of the rest of the world, your Respite.

We invite you to learn more about this wine that we have created using the estate grown grapes from our hillside vineyard in the Alexander Valley appellation, Where we go when we need Respite from the complexities of life.

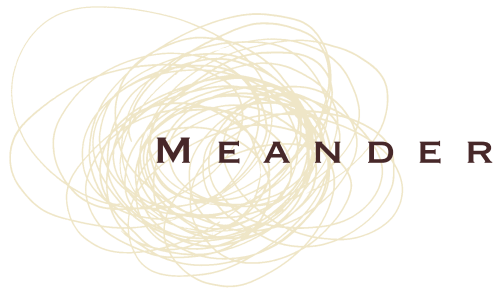
Vineyard:
Our 20 acre south-facing vineyard is located northeast of Cloverdale in the Alexander Valley Appellation from 2,300' to 2,500' in elevation. It is owned by Corinne and Charles Reichel and is part of a 400 acre ranch that was originally purchased in 1948 by Corinne's grandfather.

Winemakers:
We knew it was time to start this project when we met May-Britt and Denis Malbec. For Bordeaux fanatics, the Malbec name has been attributed to Chateau Latour for 3 generations. Denis was born on Latour property and grew up with its soil between his toes. Being a winemaker at a First Growth Bordeaux house is a privilege that few will attain. Dennis' focus is to bring the elegance and heritage of a great Bordeaux house, while being true to the terrior that each vineyard produces.

Winemakers Notes:
Red/purple in color with bright cassis, mocha, black raspberry, tobacco, dusty spice box and sloe berry. The mouth-feel is a unique blend of the structure that comes from our high elevation and red volcanic soil along with the addition of the refined elegance that comes from our winemakers. The tannins are chewy and are kept in beautiful balance by the bright acidity that is characteristic of Pine Mountain fruit.

Varietal:	100% Cabernet Sauvignon
Harvest Date:	October 18th, 2006
Alcohol:	14.3%
Winemaking:	Gently destemmed & hand sorted, extended maceration
Cooperage:	100% French oak (60% new)
Production:	280 cases

1201 VINE ST, SUITE 103 • HEALDSBURG, CA 95448
WWW.RESPITEWINES.COM • 707-953-5150



Life is a Journey...Meander More.

Scope of Work:

Label Modifications

Created modifications for label print files

Email release letter

Created e-mail html template

Rewrite of website text

Distribution

Meander's first release was the 2003 vintage, and owner/winemaker Amy Aiken hired us to help her increase her direct consumer sales as well as her out of state distribution, make slight modifications to the existing front label to improve consumer awareness of Napa Valley appellation and varietal, and accomplish a re-write and freshening of her existing website. We were able to accomplish all of these objectives within a few months. We also created a Vertical Response template for her to use to communicate more often and more professionally with her existing consumer list.



CONSPIRE

SAUVIGNON BLANC

Rutherford



A WICKED THOUGHT,
A SECRET PLOT,
THE REWARD IS WORTH THE RISK.
CONSPIRE WITH ME...

Scope of Work
Label design advice and back label text
Web splash page
Inaugural release email
Distribution

Conspire is a second project for Winemaker Amy Aiken. We were brought into the project six weeks before the bottling date for her inaugural release of Conspire Napa Valley Sauvignon Blanc to help facilitate and fast-track the label design and printing process. Amy had an incredible painting that was created for this project that she wanted to use for the label art, and we worked with her, label design firm CF Napa and Vintage 99 Label Company to create a label design, wrote back label text and a release email blast, and created a website splash page that allowed her to bottle and release the wine to her consumers on her tight timeline.

Final label design consists of a series of three different labels



Pfendler

SONOMA COAST

Nestled in the hillsides of Sonoma Mountain, Pfendler Vineyards is a small, family-owned winery dedicated to cultivating the finest estate-grown grapes. Limited production offerings of Pinot Noir and Chardonnay capture the distinct qualities of our vineyards and the newly emerging Petaluma Gap region of the Sonoma Coast.

Scope of Work

- Label design input
- Back label and website text creation
- Distribution
- Collateral marketing material creation

This was the rebirth of an existing brand in the Petaluma Gap area of the Sonoma Coast Appellation. We brought in a new winemaker, gave input on the label design, wrote back label and website text, created collateral marketing materials, and helped secure California and out of state distribution.

Pfendler Vineyards Info Sheet



Nestled in the hillsides of Sonoma Mountain, Pfendler Vineyards is a small, family-owned winery dedicated to cultivating the finest estate-grown grapes. Limited production offerings of Pinot Noir and Chardonnay capture the distinct qualities of our vineyards and the newly emerging Petaluma Gap region of the Sonoma Coast.

In 1992, my husband, Peter Pfendler, planted the first vineyard on our family's Sonoma Mountain ranch with the goal of creating beautiful, hand-crafted wines. Since then, we have planted three additional vineyards that flow from the peak of the mountain to its base. The maritime influence of the Sonoma Coast touches each of our vineyards differently, providing a broad palate of exceptional, cool-climate flavors.

Our Winemaker, Greg Bjornstad
In December of 2008 we released our inaugural vintage of Pinot Noir and Chardonnay made by noted Winemaker Greg Bjornstad. Greg was named one of Wine Spectator's Hot New Dozen California Pinot Noir Producers in September of 2007. With Greg's expertise in Burgundian varietals, we are very excited about our 2007 Pinot Noir and Chardonnay.

Tech Sheet



2007 PINOT NOIR
SONOMA COAST

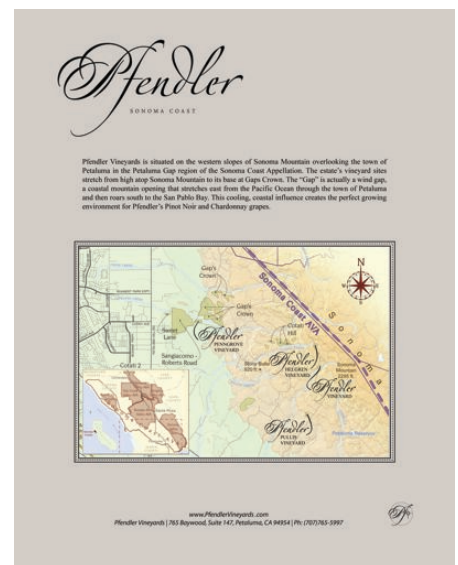
Tasting Notes:
Luscious notes of cherry pie, rhubarb, bramble, plum, chocolate, roasted earth and mocha. The mid-palate is expansive with bright notes of black raspberry, ginger, creamy oak and tea, finishing with plush tannins and a multi-layered finish of dark fruits and beautifully balanced acidity.

Winemaker:
Our Winemaker Greg Bjornstad believes that care taken in the vineyard creates a beautiful wine in the bottle. His hands-on approach during the growing season is balanced by a philosophy of allowing the true characteristics of the terroir to express themselves with minimal intervention during winemaking.

Technical:
Brix at Harvest: 24° brix
Harvest Dates: September 28th-October 24th, 2007
Varietal: 100% Pinot Noir
Alcohol: 14.6%
Winemaking: Declustered & hand-sorted, 7-day whole berry cold soak, 8 months sur lees aging
Clones: 11 months French oak (50% new)
Cooperage: Joseph Swan & Dixon 114, 111, 777, 828
Production: 300 Cases

www.PfendlerVineyards.com
Pfendler Vineyards | 765 Baywood, Suite 145, Petaluma, CA 94954 | Ph: (707) 763-0997

Petaluma Gap Map



Pfendler Vineyards is situated on the western slopes of Sonoma Mountain overlooking the town of Petaluma in the Petaluma Gap region of the Sonoma Coast Appellation. The estate's vineyard sites stretch from high atop Sonoma Mountain to its base at Cape Point. The "Gap" is actually a wind gap, a coastal mountain opening that stretches east from the Pacific Ocean through the town of Petaluma and then runs south to the San Pablo Bay. This cooling, coastal influence creates the perfect growing environment for Pfendler's Pinot Noir and Chardonnay grapes.

www.PfendlerVineyards.com
Pfendler Vineyards | 765 Baywood, Suite 145, Petaluma, CA 94954 | Ph: (707) 763-0997

THIRTY-SEVEN



Thirty-seven interlocking circles create the Flower of Life, an ancient representation of the interconnectivity between all living things and the inherent balance of nature. We chose this icon to represent our winery because we and our wines are inexorably linked to all that surrounds us.

Scope of Work

Complete brand identity creation
Name, concept, logo
Label design direction
Back label text

For this brand we started from scratch to create a name, label concept and brand identity. We started by interviewing the owner, then brainstorming and researching concepts and names until we found the perfect fit for the project. The vineyards and future winery are at the intersection of Highways 37 and 121 in the Sears Point area of the Sonoma Coast Appellation, but the Thirty-Seven name and logo come from the concept of the Flower of Life created with 37 concentric circles and using the concepts of the symmetry, proportion, and harmony in nature. These concepts perfectly compliment the owner's belief in sustainably farmed vineyards and plans for an environmentally built winery. We worked with label designer Ellen Riendeau of Soda Rock Studios to create this unique, laser die-cut label to showcase the logo most effectively.



FLYING HORSE

NAPA VALLEY

You'll never forget him, the valiant steed that carried you through so many adventures. His majestic strength, his shining armor, the proud arch of his neck. Others admired the carousel and enjoyed the ride, but you were far away, exploring distant lands on your own "flying horse."
Remember the magic.

Scope of Work:

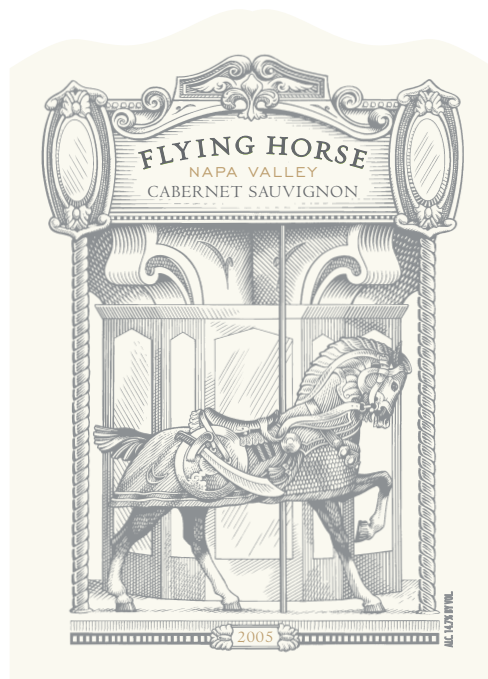
- Complete brand identity recreation
- New label and story
- Back label and website text
- Tech sheets
- Distribution

This was an existing Napa Valley brand in need of a complete label and brand identity recreation. We discovered the true reason for the name, the owner's love of restored vintage carousel horses, and researched the history and art of these beautiful works of art. We wrote back label text, completely rewrote website text and worked with website designer Epiphanet and label design firm CF Napa to create a new label and brand image that emphasized this love as well as the beauty and history of the historic stone ghost winery purchased and renovated to house the tasting room for the brand.

Original Label



Redesigned Label



Tech Sheet




FLYING HORSE WINERY
2004 CABERNET SAUVIGNON
APPELLATION NAPA VALLEY

You'll never forget him, the valiant steed that carried you through so many adventures. His majestic strength, his shining armor, the proud arch of his neck. Others admired the carousel and enjoyed the ride, but you were far away, exploring distant lands on your own "flying horse". Relive the magic of those childhood memories.

Vintage	2004
Varietal	100% Cabernet Sauvignon * 88% Clone 337 King block * 12% Clone 15 Cassiopia block
Alcohol	14.7%
Appellation	100% Appellation Napa Valley
Winemaking	48 hour cold soak 100% Free run juice
Production	100% French oak, 55% new aged for 19 months 550 Cases

Winemaker's Notes:
Inky purple/black in color, showing opulent aromas of blackberry pie, crème de cassis, tobacco, violets, raspberry jam, tar and sweet oak. A dense core of black cherry, cocoa, plum, cigar box, vanilla, blueberry, licorice and structured tannins continues to the extracted mid-palate and finish. Decanting brings out even greater depth of fruit and balance.
Jennifer Rue

Place:
With one of the few remaining ghost wineries in St. Helena and vineyards situated alongside the historic Aetna Springs resort, Flying Horse embodies all that is unique and filled with tradition in the Napa Valley. The 24-acre vineyard flourishes in the unique terroir of rocky, well-drained soils, hot days and temperate evenings that produce superior Sauvignon Blanc and Cabernet Sauvignon. Like the carousel animals that inspired the spirited expressions on the labels, Flying Horse wines are hand-crafted, each fully expressing the "place" from which they come.



Flying Horse Winery 2825 St. Helena Highway North, St. Helena, CA 94574 707-965-1600 info@flyinghorsewines.com