

## FLASQ WINES Fact Sheet

### OVERVIEW:

FLASQ Wines is the first domestic wine sold in quick-chilling and 100% recyclable, aluminum bottles. With Chardonnay and Merlot varietals hailing from California's prominent Central Coast, FLASQ offers a creative, socially responsible and exuberant approach to the enjoyment of wine. It's great wine, any time.

### BRAND ESSENCE:

Active Lifestyle • Quality Varietals • Environmental Steward • Fun • Convenient • Modern • Portable

### AUDIENCE:

Drinking age Millennials, Generation Xers and active Baby Boomers

### PRICING:

\$5.99 - \$7.99 per half bottle (varies by distributor)

### DEFINING BLENDS:

#### 2009 Chardonnay – Monterey County

- 100% Chardonnay
- Rich pear and pineapple with a hint of butterscotch
- Medium-bodied wine with a balanced fusion of lush fruit and refined acidity
- 13.9% alcohol; TA 5.67; pH 3.64

#### 2009 Merlot – San Luis Obispo County

- 85% 2009 San Luis Obispo County (Paso Robles)
- 15% 2008 Monterey County (San Antonio Valley)
- Ripe red and blackberries with a note of spice
- Medium-bodied wine boasting the union of verdant fruit and smooth tannins
- 14.1% alcohol; TA 5.53; pH 3.63

### INVENTIVE PACKAGING:

- Produced in the U.S., bottle is made of 99.7% aluminum
- 375ml demi-bottle (comprised of two generous glasses); eliminates costly over-pours when selling wine by the glass
- Chills five times faster than glass bottles, and stays cold longer
- Shatter-proof packaging
- Taste is preserved from barrel to consumption. Bottles are coated to prevent contact with wine and aluminum
- Non-transparent packaging prevents "light-shock"
- Wide mouth, aluminum screw cap opening allows additional aeration when drinking from the container; prevents oxidation and maintains freshness

- more -

## Great Wine, Any Time<sup>TM</sup>

**CARING FOR TODAY  
& TOMORROW:**

- Aluminum bottles are 100% recyclable
- In the U.S., aluminum is recycled at a rate of 50%, compared to plastic and glass, which are reprocessed at under 25%
- Compared to glass bottles, the carbon footprint is reduced by 35% due to lighter case weight during shipping

**FLASQ AVAILABILITY:**

- Regional distributors servicing the retail marketplace in 20 states
- Co-branded options available (minimum quantities apply)

**WINERY:**

Since its inception in April 2008, JT Wines has specialized in signature wine production and exclusive labels for world-renowned brands. JT Wines has access to some of the best grapes and wine from such locales as Napa and Sonoma Valleys to vineyards in Argentina and Chile.

The production headquarters for FLASQ Wines is The Ranch Winery – Napa Valley’s largest entitled winery, producing up to 12.5 million gallons of wine per year. This custom-crush facility provides barrel storage, bottling and winemaking services.

**FLASQ WINES  
MANAGING PARTNERS:**

- Jon Webb – Co-founder and President
- Tim McDonald – Co-founder and CEO
- Jamey Whetstone – Wine Consultant
- Jude Lange – Co-founder and Chairman
- Jennifer Schreiber – Vice President, Sales and Marketing
- Dave Bon – Vice President, Operations

**TELL ME MORE:**

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