



HARTFORD FAMILY WINERY

THE HARTFORD ELITE, MAY-JUNE 2009

Purpose:

- 1) To provide support/tools to help increase depletions, accounts sold and gain momentum on our two driver wines – Four Hearts Chardonnay and Land’s Edge Pinot Noir
- 2) To provide support at the account level to move wines through to the consumer

Program:

- All Crown markets, including California

- Each rep will receive a signed, 2006 Four Hearts Vineyards, Russian River Valley Chardonnay magnum for the account of your choice in one of three ways:

- For every 3 new on-premise accounts sold, 3 bottle minimum
- For every 5 new off-premise accounts sold, 6 bottle minimum
- For any account who brings in 2 cases

- We cannot speak to what is legal in each state, so will leave the use of large formats and distribution up to you.

Some examples are:

- Wait-staff incentive - save five corks from bottles sold and receive a 1.5L
- Staff training
- Consumer trials
- Nitro Tap programs - where available

- A 6 pack of each (1.5L 2006 Four Hearts Chardonnay) will automatically ship to the local distributor two weeks prior to program start date based on the direction of the MFW Manager.

- The rep will be responsible for tracking their individual successes and reporting back in to the Crown GM at the end of each month. Crown GM’s will work with MFW Manager to report totals back to the estate.

Reward:

- Become a true winery advocate as a member of the Hartford Elite. The top three performers as nominated by the GM will receive a HFW credit. First place \$300, second place \$150, third place \$50. Use this credit by logging into our website to purchase any of our most prestigious HFW wines and/or gift sets. Through this page you will receive access to all of our wines, like a member of our wine club. Taste, enjoy, share, learn.

- At the end of the two month program, winners will be notified via email and sent specific ordering and shipping instructions.

Tools:

- 2009 Winery Overview, #40300018
- 2006 Four Hearts/ Land’s Edge Acclaim sheet, #40300019
- 2006 Four Hearts Vineyards, Russian River Valley Chardonnay wine information sheet, #40350078
- 2006 Land’s Edge Vineyards, Sonoma Coast Pinot Noir wine information sheet, #40350066
- 2006 Four Hearts Vineyards, Russian River Valley Chardonnay magnums, \$5 FOB, 0100672B2



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