

Regal Wine Co.

# Friday Afternoon Buzz!

Friday, October 16, 2009

**CALIFORNIA MARKET IRI  
A GREAT SALES TOOL**



*This Week in Reviews*

**RACHEL ALEXANDRA  
2009 CAMPAIGN**

STATEMENT FROM JESS JACKSON



**White wines to warm up  
your fall meals**



**90+ POINTS HIGHLAND ESTATES  
WINES PRE-RELEASE PARTY**

**PRE-RELEASE PARTY  
KENDALL-JACKSON WINE CENTER  
SATURDAY, OCTOBER 31, 2009**

*A new Northern Rhone  
project, brought to us by  
Vineyard Brands*

**JABOULET**



**2007 CHÂTEAU DE  
BEAUCASTEL  
CHÂTEAUNEUF-DU-PAPE**

**96 POINTS!**