

# NIGHT HARVEST



BY R.H. PHILLIPS



## WINERY OVERVIEW

Over 25 years ago, the R.H. Phillips winemaking team pioneered a clever little thing called night harvesting. Rather than picking in the heat of the day, they harvested by hand in the cool night air—by the glow of an old tomato cart rigged with office lights and a generator—ensuring the fruit was as fresh, crisp and delicious as could be. While the tomato cart has been retired and replaced with modern technology that illuminates the vineyard close to daylight, our history of fruit-forward, balanced wines lives on.

## KEY SELLING POINTS

1. Harvested at night when the cool air chills the fruit, concentrates the flavors, and preserves the crisp acidity of our grapes.
2. Consumer validated—contemporary and iconic packaging that captures the essence of the compelling night harvest story.
3. One of the fastest-growing Premium table wine brands: +121%<sup>1</sup>
4. Premium image and consistent wine quality for everyday enjoyment.

<sup>1</sup>IRI, TTL U.S. F&D, 12 weeks ending 3/21/10



## WINEMAKER INFORMATION

Director of Winemaking, Jeff Kasavan, is responsible for strategic implementation of all facets of the wine—from defining the stylistic direction to assuring sustainable business practices and quality wine production. With more than 20 years experience in winemaking and quality control, Jeff brings

a highly developed insight and understanding of quality winemaking on a broad scale.

Jeff graduated with a biology degree from the University of California San Diego in 1975, and has led the Night Harvest winemaking team since 2005. His experience also includes positions with Robert Mondavi Private Selection, the Paul Masson Winery, and Golden State Vintners.

## WINE STYLE

Fruit-forward, approachable, and consistent varietal wines that overdeliver for the price.

## ACCOLADES

2009 *Impact Hot Brand Award* winner

2010 San Francisco Chronicle Wine Competition

- Bronze Medal, NV Cabernet Sauvignon
- Bronze Medal, NV Sauvignon Blanc



**PREMIUM**



<b>SIZE</b>	<b>750ml</b>	<b>1.5L</b>
<b>VARIETAL</b>	Chardonnay, Cabernet Sauvignon, Merlot, Sauvignon Blanc, White Zinfandel, Shiraz	Chardonnay, Cabernet Sauvignon, Merlot, Sauvignon Blanc, White Zinfandel
<b>APPELLATION</b>	California	
<b>WINE PROFILE</b>	Approachable, fruit-forward, and easy-drinking wines with balance, soft texture, and a pleasing finish. Appropriate for a variety of occasions and foods.	
<b>COMPETITIVE SET</b>	Barefoot, FishEye, Turning Leaf, Fetzer, Beringer California Collection	
<b>PRIMARY CONSUMER TARGET</b>	GENOME: Savvy Shopper, Image Seeker, Enthusiast	
<b>PRIMARY PRICING GUIDELINES</b>	<p>EVERYDAY: \$6.99            FEATURE: \$4.99            BY-THE-GLASS: \$3-\$5</p>	<p>EVERYDAY: \$12.99            FEATURE: \$10.99            BY-THE-GLASS: \$3-\$5</p>