



“SIP & SUPPORT”

Here's the scoop wino's ... We're already distributed and selling in 14 states.

Now, in the wine world (or “wine lingo” with pinky up) that means we are selling for FOB cost – half the price of retail! Yes, yes we get the point to sell direct in California is to make a larger profit at full retail. So, if we're already selling to distributors at FOB why not move more product locally and “Thirst it Forward” ?

Feb 1st, Toolbox Wine Co. will launch “Case for a Cause” WINE SALE PROGRAM.
Over 50% off retail with ONE mission for TWELVE bottles...

GO beyond the bottle : Raise a glass, Raise funds and Raise awareness!

How it works...



• 12 Toolbox bottles

= 1 CASE for a Cause 2012

1 mission

- Raise a glass to Raise awareness!
- Generate funds for local charities
- Go “beyond the bottle” and THIRST it forward

\$100 cost

- inclusive:
 - tax
 - shipping
 - Donation

CHARITY



\$10
• donation

“SIP & SUPPORT”

GO beyond the bottle : Raise a glass, Raise funds and Raise awareness!

2007 Napa Valley Merlot (Mi-anti) \$100/ CASE “sip & support”

(\$192/case retail)

Mianti? This is the only Toolbox wine that we blended although felt it could have been a stand alone wine. However, just to make it that much more appealing we took 10% of our Cabernet and blended it into the Merlot. The result? A full mouth feel that gives a true picture of what Merlot can be – however this drinks lighter and more elegant than your standard Merlot – so, we like to call it a Mianti (yes, Merlot-Chianti). There are aromas of chocolate and a sweet, juicy entry reminiscent of cherry lifesavers. The dusty earthiness is balanced by integrated elegant tannins making it a rounded wine with enough juiciness to invite grilled food and enough richness to beg for braised dishes yet perfect for that Italian meal! *1,321 cases produced.*

2008 Dry Creek Valley Sauvignon Blanc \$100/CASE “sip & support”

(\$192/case retail)

We know, we know...a 2008 SB? A late release that is not typical to this varietal but we feel this wine over delivers. This fruit was sourced just north of the Russian River AVA, but you'd think it's from Sancerre, France – classic in style. The vineyard is on the valley floor where the morning fog creates a damp atmosphere. This allows longer 'hang time, enhancing the flavors while balancing the sugars and the acids. The soils from this region release great minerals and an almost steel like quality to the fruit. This is 100% Sauvignon Blanc and we feel it is a true reflection of the best of the Dry Creek appellation. With the aromas of ocean grass dunes, it is crisp and with a finish that just begs for oysters and shellfish...or simply on your porch with friends! *1,239 cases produced.*

