

RECOMMENDED SHELF SCHEMATIC



Place the Little Penguin Pinot Noir next to other the Little Penguin wines.

PRODUCT SPECIFICATIONS

2005 Pinot Noir 750 ml

MG4: BTR	Size: 750ml
Product Code: 115666	Bottles/Case: 12
Bottle: 012354010277	Volume/Case: 9.0L
Carton: 10012354010274	Pallet Configuration: 14 cases per layer, 4 layers per pallet
Case Dimensions:	
Length: 12.40 in	Depth: 9.33 in
Height: 12.13 in	Case Weight: 33.70 lbs
Pallet Dimensions:	
Length: 44.17 in	Depth: 28.46 in
Height: 50.98 in	
Maximum 750ml Order to Make Full Container: 1,064 cases	
Maximum Order for Mixed Orders (750ml, or 1.5L): Varies by order	
Minimum Quantity per Order: 7 cases	

2005 Pinot Noir 1.5 L

MG4: BTS	Size: 1.5 L
Product Code: 115667	Bottles/Case: 6
Bottle: 012354010284	Volume/Case: 9.0L
Carton: 10012354010281	Pallet Configuration: 16 cases per layer, 4 layers per pallet
Case Dimensions:	
Length: 12.09 in	Depth: 8.11 in
Height: 13.07 in	Case Weight: 32.06 lbs
Pallet Dimensions:	
Length: 44.29 in	Depth: 36.02 in
Height: 55.12 in	
Maximum 1.5L Order to Make Full Container: 1,024 cases	
Maximum Order for Mixed Orders (750ml, or 1.5L): Varies by order	
Minimum Quantity per Order: 7 cases	

the Little Penguin

www.thelittlepenguin.com

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INTRODUCING PINOT NOIR

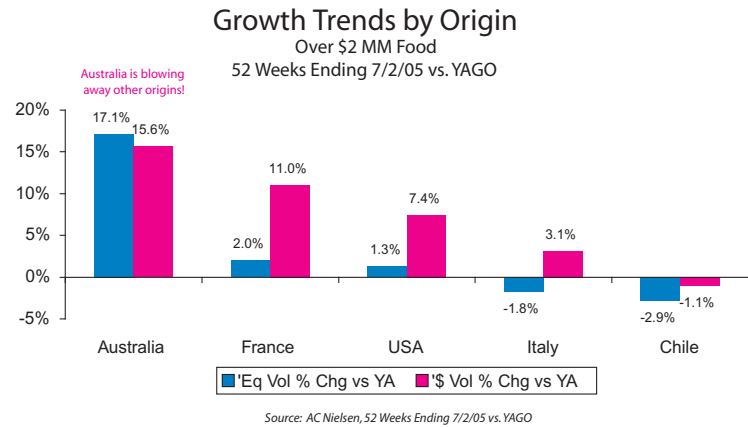
FROM

the Little Penguin

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PINOT NOIR IS THE FASTEST GROWING RED VARIETAL NEXT TO SHIRAZ

Australia Is the Hottest Wine Origin



Australian Wines: Opportunity to Grow Pinot Noir Imports

Varietal	\$million Volume	Australian Share
Syrah / Shiraz	174	67.4%
Cabernet Sauvignon	977	12.3%
Chardonnay	558	12.3%
Merlot	485	9.8%
Pinot Noir	116	4.7%
All Blush Varietals	305	0.0%

Source: AC Nielsen, 52 Weeks Ending 7/2/05, Total Table Wine US

EYE-CATCHING POS TO SPARK CONSUMER INTEREST

INTRODUCING the Little Penguin PINOT NOIR

the Little Penguin HAS GARNERED PRAISE FROM TOP WINE EXPERTS

- "TOP 100 BEST BUYS OF 2004", 85 Points, 2003 Chardonnay — *Wine Enthusiast*
- "BEST BUY", 84 Points, 2003 Shiraz — *Wine Enthusiast*
- "BEST RED WINE VALUES FROM AROUND THE WORLD", 85 Points, 2003 Cabernet Sauvignon — *Wine Spectator*
- "BEST VALUE", 86 Points, 2004 Shiraz — *Wine Spectator*
- "BEST VALUE", 86 Points, 2004 Chardonnay — *Wine Spectator*
- 88 Points, 2003 Merlot — *Toronto Star*
- Rated as favorite among 50 Australian Chardonnays under \$20, 2003 Chardonnay — *Wall Street Journal*



the Little Penguin Pinot Noir is available in 750ml and 1.5L bottles



the Little Penguin IS BIG AND HOT!

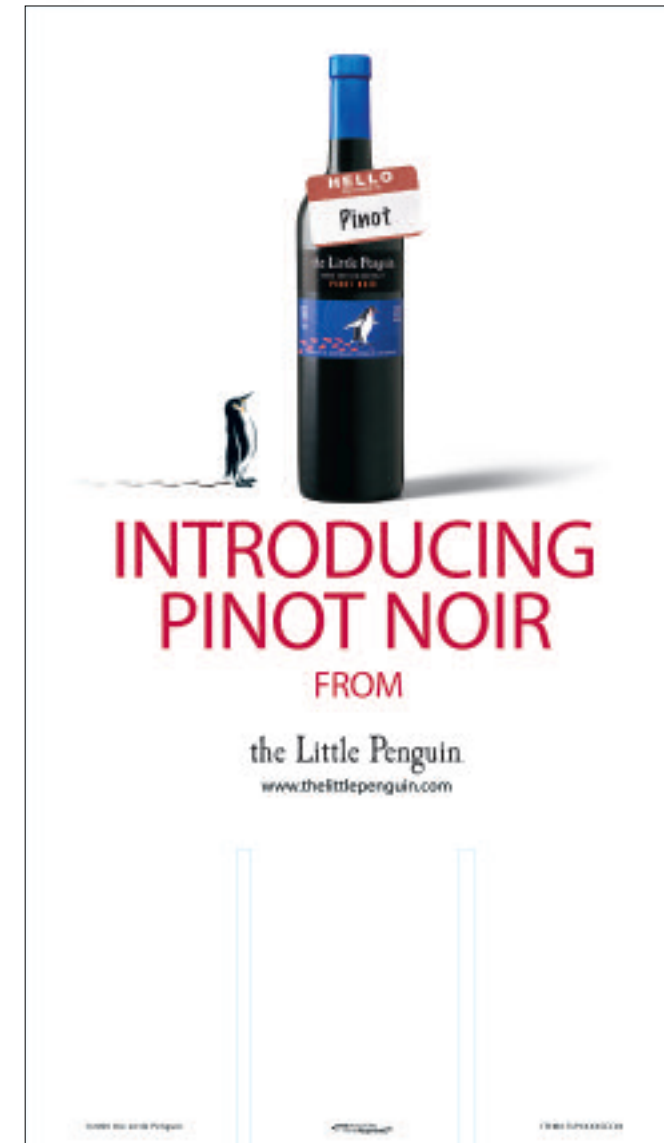
Only six months after its introduction, the Little Penguin has won a 'Hot Brand' award from Impact magazine.

TARGET KEY NEW WINE CONSUMERS

BETTER THAN ANY OTHER BRAND

- 40% of the Little Penguin purchasers are 21-34 years old

(Fosters Wine Estate Internal Research, November 2004)



SINGLE CASE CARD

Size: 11" wide x 19" tall
Packaging: 5s
#TLPPNCC05



BUMPER CARD

Size: 8" wide x 5" tall
Packaging: 5s
#TLPPNBC05



TASTING NOTE SHELF TALKER

Size: 5" wide x 3.5" tall
Packaging: 25s
#TLPTASTEPINOT05