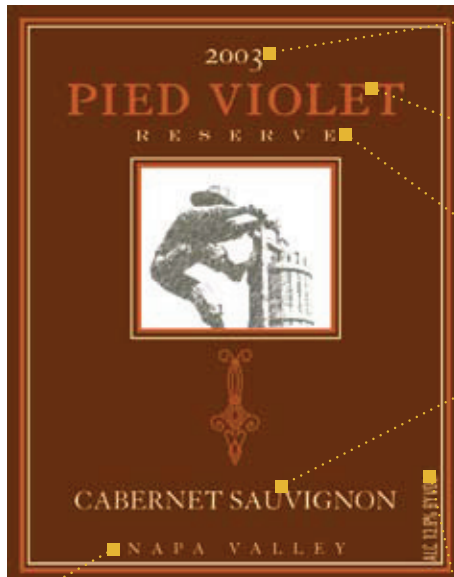


Commonly Asked Questions

Selling Tips:

FRONT LABEL



THE VINTAGE DATE:
Indicates the year in which the grapes were harvested.

THE BRAND NAME:
Used to identify and market a wine.

THE QUALITY DESIGNATION:
For WineShop At Home the word "Reserve" means the best of the best.

THE VARIETAL OR OTHER DESIGNATION:
Name of the dominant grapes used in the wine (i.e. Cabernet Sauvignon, Chardonnay, Merlot, etc.) where at least 75 percent of the grape was used to make the wine. Other designations may be used to identify the wine, such as Red Table Wine, White Wine or Dessert Wine.

THE APPELLATION:
The place in which the dominant grapes used in the wine were grown. This place can be an American Viticultural Area (AVA), a defined grape-growing region, which means 85 percent or more of the wine was produced from grapes grown in the named area.

THE ALCOHOL CONTENT:
Measured in percent by volume.

BACK LABEL



THE WINE STORY:
Often contains the particulars of the wine story, the tasting notes of the wine, and/or a pairing suggestion for the wine.

WHO & WHERE BOTTLED:
If at least 75% of the wine is fermented and clarified at the location, the terms "Produced and Bottled by" may be used. If the named winery introduced the wine to cellar treatment, such as clarification or barrel aging, at another location "Vinted and Bottled by" may be used.

HEALTH WARNING STATEMENT:
This statement is required by law on all alcohol beverages containing 0.5 percent or more alcohol by volume.

CONTAINS SULFITES:
Sulfites occur naturally in almost all wines. They are also added to wine as preservatives to prevent spoilage and oxidation.

**The Architecture Of A Label:
How to read a basic wine label from WineShop At Home**