

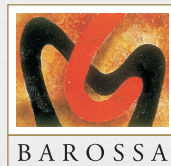


Argyle - Willamette Valley, Oregon

Founded in 1987 by winemaker Rollin Soles, Argyle Winery is one of the most celebrated growers and producers of Sparkling Wine, Chardonnay and Pinot Noir in the New World. Argyle is a 'grower first', farming 100% of its own fruit on 650 acres of hillside sloping vineyards.

Cellar Key Wines: Brut
Willamette Valley Pinot Noir

St Hallett



St Hallett - Barossa Valley, Australia

Established in 1944, with winemaker Stuart Blackwell at the helm since 1973, St Hallett is renowned for producing benchmark Barossa Valley Shiraz from vines of up to 120 years of age.

Cellar Key Wines: Poacher's Blend (Semillon Sauvignon Blanc Riesling)
Gamekeeper's Shiraz Cabernet
Faith Shiraz

Wither Hills



Wither Hills - Marlborough, New Zealand

Named after the majestic Wither Hills, with vineyards strategically sited throughout Marlborough's Wairau Valley, the Wither Hills team takes a hands on approach to winegrowing with focus on Sauvignon Blanc and Pinot Noir.

Cellar Key Wines: Sauvignon Blanc



ARGENTO

Argento - Mendoza, Argentina

Argento, meaning silver in Latin, sources from high altitude, cooler climate vineyards in the Uco Valley of Mendoza. Fruit purity, vibrancy and elegance are the hallmarks of the Argento style.

Cellar Key Wines: Malbec



CELLAR  KEY

2D Barcode Technology

*Bringing the Experience of a Winery
to the Palm of Your Hand*

CELLAR  KEY

thecellarkey.com
info@thecellarkey.com

Argyle, St Hallett, Wither Hills, Argento

The Cellar Key recognizes premium wineries that have a rich history, regional character, pioneering winemakers and sense of place across exceptional wine regions around the world. A symbol of quality, authenticity and value, the Cellar Key brings the experience of a winery to the palm of your hand. Through the use of a Smartphone 2D barcode reader, you can easily scan the Cellar Key icon featured on the wine bottle and instantly take a video tour of the winery, read accolades, meet the winemaker, and explore food, wine and cheese pairings. The Cellar Key grants inside access to distinguished wineries from renowned regions across the globe. The door is open...



How is the Cellar Key Used?

1. Confirm your smartphone has a 2D code reader or download for free at getcellarkey.com.
2. Scan the Cellar Key 2D code*.
3. The Cellar Key menu loads onto your Smartphone screen to explore:



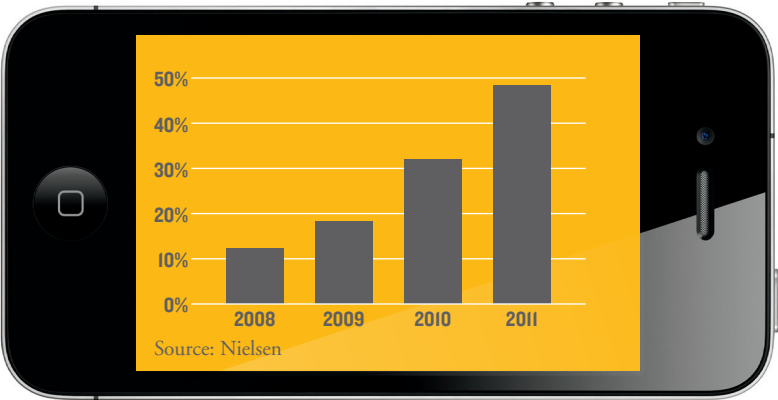
- Videos
- Winery
- Winemaker
- Tasting Notes
- Vintage Notes
- Reviews
- Pairings/Recipes
- Share (via email and social media)

4. Cellar Key is also available on desktop PC via thecellarkey.com

*The Cellar Key 2D code is a 2 dimensional QR (Quick Response) barcode loaded with rich content that can be accessed with any cell phone with a camera and web access.

Smartphone Usage is Exploding

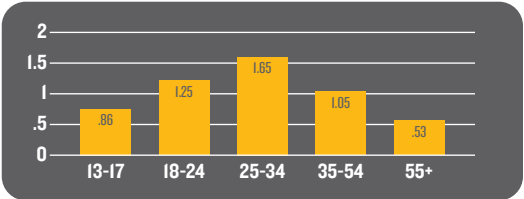
Smartphone User Demographics are the Most Desirable Wine Consumer



Smartphone Adoption in the U.S.

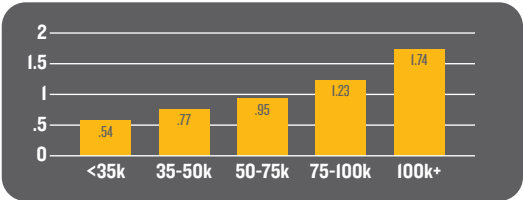
In 2010, over 45.5 million people in the U.S. will own smartphones. It is the fastest growing segment of mobile phones with projected annual growth of 15-20% through 2013.

Source: Comscore



Smartphone Age Index

21-35yr olds are fueling wine growth and have the highest adoption of smartphones.



Smartphone Income Index

The average income of smartphone users is \$94k (50% higher than national average).

Source: Nielsen

Promotional Tools

Hang Tags, Shelf Talkers, Case Cards, Brochures, Tent Cards



Retail



Restaurant



Hotel