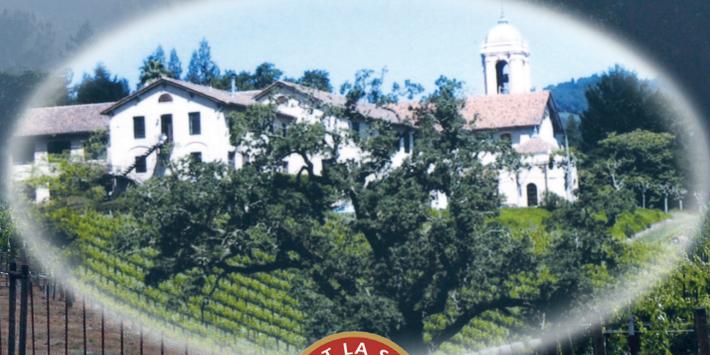


MONT LA SALLE ALTAR WINES



HISTORICAL PERSPECTIVE

The Christian Brothers began their altar wine production in Martinez, California in 1882 when their Order was first established in California, thus ensuring a long-standing history in the California wine industry. In 1932, the Brothers established a new home and relocated to the Napa Valley. It was at Mont La Salle, located in the mountains high above the Napa Valley floor that their commercial and sacramental wine production continued.

In 1989, The Christian Brothers decided to divest themselves from the wine business and sold their winery and vineyards to Heublein, Inc. In turn, four (4) former Christian Brothers' winery executives purchased the Mont La Salle Altar Wine brand. The new company formed is now known as Napa Valley Specialty Wines, Inc.

DISTRIBUTION

Mont La Salle Altar Wines are distributed in the United States, Canada, Mexico and Pacific Rim countries through a network of church goods retailers, candle manufacturers, direct agents and wine/spirits wholesalers. The Mont La Salle Brand is the largest producer of sacramental wines with over 150,000 gallons annually. Mont La Salle Altar Wines are produced under exclusive contract with Gibson Wine Company, Sanger California, and have the approbation of the Bishop of the Diocese of Fresno California.

SALES & MARKETING

There are over a dozen types of wine along with "Mustum" non-alcohol grape juice in our product line, offered in 750ML and 3.0L sizes. Tamper-proof, screw cap closures are standard. Mont La Salle Pink Catawba and Concord wines were introduced for our East Coast clientele.

We offer our distributors, at no charge, support collateral in the form of four-color product brochures, and statement stuffers. We have the ability to "target" specific mail promotions to select markets, and we also offer a co-operative sales and promotion program to select distributors.

Lastly, Mont La Salle Altar Wines are advertised in the national clergy magazines and periodicals to Catholic, Episcopal and Lutheran denominations. Mont La Salle is a member in good standing of the National Church Goods Association.

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