



## DAN PHILIPS ON BITCH BUBBLY

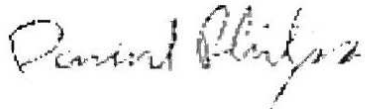
We've sold almost a half a million cases in total of Australian Grenache in the last five vintages of what is otherwise known as and perhaps only known as to most consumers as Bitch. I'm still trying to understand what it is that makes the wine work to this degree, besides the obvious, it tastes great, it looks great and it is ridiculously underpriced. Over the years I've heard about every possible idea for line extension: Big Bitch (magnums), Skinny Bitch (riesling), White Bitch (chardonnay), Clos de la Bitch, Dom Bitch, Sine Bitch Non, Cloudy Bitch, and on and on. While occasionally I smile, I've never had the remotest, even slightest impulse to do anything else with Bitch. It certainly was never my intention to go near, accept nor even allow uttered out loud whenever possible and within my power, the "g word" and I won't say it here, but you can figure it out. Bitch is not that. Bitch is about Grenache, period, end of story.

But, I stumbled upon something that is sincere, delicious, incredibly seductive, beguiling, and speaks to Australian grenache and my desire to sell it and turn it into something as big, bold and beautiful as Shiraz. And, like Bitch, it straddles the line like a delicate tight rope walk between popular culture and fine wine, PT Barnum and RMP, Jr., Meryl Streep and Zsa Zsa Gabor (think Paris Hilton with an accent if you're too young to remember Green Acres,) Krug and....? Well, something that has not yet been invented. Until now. It's called Bitch Bubbly. I can try to describe it, but you have to taste it AND see it to get it. It's pink. It's bubbly. It's basically a blanc de blancs with a hint of grenache. It's redolent of strawberry mousse. It is made by Chris Ringland and has his trademark, crisp and vibrant balance. And, it's about the sexist thing you've ever seen in a bottle.

How could I do what I said I'd never do — line extend Bitch (so this makes me a liar, Elizabeth Spratt ;-)) I'm not sure what came first, the wine or the idea of the wine or the idea of Bitch Bubbly, but when we put two and two and two together, it added up to millions (at least I hope so.) We worried about every decision. Chris put in hours getting the mousse and color and balance right. He nailed it. Just recently I realized that Chris makes wine for the second bottle. Or, put in another way, Chris makes wine that it's impossible not to drink a lot of.

The wine was bottled on August 10th. I arrived in Australia two days ago on August 13 at 10:30 and by 10:55 I was pounding a 187ml bottle of Bitch Bubbly. My first taste of our first bubbly at R Wines. By the way, it comes in crown seal finished 750ml bottles and as you just discovered, also in cute as hell 187ml. I've had more than a few bottles in the last 48 hours and I'm pretty sure that you're gonna like it and see it everywhere. It's pretty irresistible ice cold and it's super fun to say, "I'm drinking Bitch Bubbly."

As PT Barnum said, you can't go wrong making the consumer happy. And, as Robert Parker often says, gobs and gobs of hedonistic pleasure. And, as Zsa Zsa Gabor, said...I'll stop here, but I think you get the picture.

A handwritten signature in cursive script, appearing to read "Robert Parker".

The suggested retail for Bitch Bubbly 750 ml is \$11.99 retail, which represents tremendous value to the retailer and consumer as well as solid gross profit margin to you. With the Bitch Bubbly 187 ml, we feel it's crucial to maintain a retail price point no higher than \$3.99, and although this represents slightly lower GPM than the 750 ml's, the 187's are less than 10% of the volume and are used primarily as marketing tools for the introduction and expansion of what should be another Grateful Palate success story!

For those Distributors wishing to purchase Bitch Bubbly on a Direct Import basis. TGP is offering special pricing that will allow for retail features of \$9.99 retail. DI shipments can begin to be arranged on August 25th, 2009.

Orders from the TGP Fairfield warehouse are planned to be available for pick up on October 5th, 2009. Don't Miss This Holiday Seasons Biggest Gift.