

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1960 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

## Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	86130560
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 112
<b>MARK SECTION</b>	
<b>MARK</b>	<a href="http://tmng-al.uspto.gov/resting2/api/img/86130560/large">http://tmng-al.uspto.gov/resting2/api/img/86130560/large</a>
<b>LITERAL ELEMENT</b>	LA FINCA
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>MARK STATEMENT</b>	The mark consists of standard characters, without claim to any particular font style, size
<b>ARGUMENT(S)</b>	
<b>REQUEST FOR RECONSIDERATION</b>	
<p>This is responsive to the final office action dated June 15, 2015.</p> <p>The examining attorney has made final her refusal under Trademark Act Section 2(e)(1) on the ground that mark is generic of the applicant's goods. She has further made final her refusal that the mark is descriptive alternative, under Trademark Act Section 2(e)(1). And last, the examining attorney finds the evidence submitted in support of a claim of acquired distinctiveness insufficient. Applicant respectfully requests reconsideration of these grounds.</p> <p>I. LA FINCA is not Generic for Wines.</p> <p>The examining attorney notes there is a two-step inquiry to determine if an applied for mark is generic: (1) whether the mark is generic of the goods at issue; and (2) does the relevant public understand the designation as primarily to refer to the goods.</p>	

A. What is the Genus?

The examining attorney properly states that the genus of the goods is often defined by applicant's identification. Here, Applicant has applied for "wine," but the examining attorney does not state that the genus is "wine." According to the examining attorney, is "estate wine or wines grown [sic], produced and/or manufactured or examined by the examining attorney points to Applicant's label to support its position. The examining attorney also states that FINCA.

The genus of the goods is "wine." There is no evidence of record that shows that the Trademark Office views the genus of any goods. In fact, all of the registrations and applications of record identify the goods as "wine" as the consuming public views the goods at issue. There are 1000s of federal trademark registrations that cover "wine" listed in the ID Manual. "Estate wine" is not the genus of the goods at issue and is not a recognized description of the Trademark Office. The genus is "wine."

In further support of her position, the examining attorney attaches information about registrations where ESTATE is disclaimed to show that FINCA or ESTATE is generic. A disclaimer is not an admission that a term is generic or an admission that a term is descriptive. See In re Allegiance Staffing, 115 U.S.P.Q.2d 1319, 1325 (T.T.A.B. 2003). Moreover, "No disclaimer, including those made under subsection (e) of section 1057 of this title, shall prevent the applicant's or registrant's rights then existing or thereafter arising in the disclaimed matter, or his right to use the mark in another application if the disclaimed matter be or shall have become distinctive of his goods or services." 37 C.F.R. § 2.106(d). A disclaimer is not evidence that a term is generic.

## B. The Public Will Not View LA FINCA as "Estate."

Applicant has previously submitted information regarding how the applied for mark is viewed by the public views LA FINCA as a mark for wine. The public does not view the mark as applied for as a generic design wine which is not even a recognized category of wine as previously demonstrated. In fact, a Google search La Finca wine without quotation marks, only results in references to Applicant and its wine. The examining evidence does not support her position that the public will view Applicant's mark as "estate."

Applicant also submits further information from the TTB in support of its position that consumers will not as estate wine, which has a very specific connotation as applied to wines. Since the goods as applied for are wine, an examining attorney cannot simply dismiss how wine is regulated in the United States. The availability of the "wine" to wine makers and distributors is central to the issue in this application and how the consuming public views wine." In fact, the Trademark Trial and Appeal Board has reviewed wine regulations in the past. See In re U.S.P.Q.2d 1644 (T.T.A.B. 2013). The regulations regarding the labeling of wine and use of "estate" are cited here.

Applicant further notes that there are ESTATE and FARMS marks which have registered on the Supplemental International Class 33 without a disclaimer of ESTATE or FINCA. Please see the attached TSDR information.

Applicant also attaches TSDR information for registrations that have issued on the Principal Register for the goods that might have ingredients or components from a farm and where the registered mark is defined as 'equivalent'. Also attached is TSDR information for marks where ESTATE was not disclaimed. For example MONTE AZUL is registered in connection with coffee under registration no. 4586957 on the Principal Register. The claim of acquired distinctiveness. If FINCA can be registered for coffee, FINCA can be registered for wine and is simply not generic.

Most telling of all is a registration for the mark THE FARM for wines which issued on December 16, 2014 under registration no. 4656441. Applicant further notes there is a registration for the mark THE VINE SERIES, registration no. 4656441 on the Supplemental Register.

The various registrations attached here show how consumers view terms such as estate and farm.

## II. LA FINCA is not Merely Descriptive.

Applicant is of the opinion that its applied for mark is not merely descriptive. However, Applicant has claimed distinctiveness in its applied for mark to overcome the Section 2(e)(1) refusal. For the reasons noted above, the applied for mark is not merely descriptive.

## III. LA FINCA has Acquired Distinctiveness.

The examining attorney takes the position that Applicant has submitted insufficient evidence to show distinctiveness.

The examining attorney states that Applicant has provided an "estimate" of how many bottles of wine are sold in the United States. In its response dated May 18, 2015, Applicant stated that it has sold over 442,000 cases of wine, not an estimate. In a three year period, Applicant sold over 5,000,000 bottles of wine in the United States. This is not an estimate.

LA FINCA wine is available at all Trader Joe's that sell wine. The attachments to previous responses and attachments here show that LA FINCA wine is available at over 200 locations in the United States. This is

evidence of how widely Applicant's wine is available. The photographs attached here and attached to earlier evidence show how LA FINCA wine is featured in Trader Joe's locations. All of this is ample evidence of acquired distinctiveness.

Moreover, Trader Joe's is well known for selling wines. The fact that Applicant's wine is advertised in national publications is further evidence of acquired distinctiveness that cannot be dismissed. The Fearless Flyer is a magazine published monthly and online and is printed eight times a year. The Fearless Flyer is a very well-known advertising piece.

Moreover, evidence of unsolicited reviews of LA FINCA wine is valuable evidence of acquired distinctiveness. The materials previously submitted and the materials attached here are evidence that consumers know LA FINCA as a mark. Actually consumers do not refer to Applicant's wine as a generic wine. Applicant submits that the materials submitted here are actually more persuasive evidence than consumer declarations. The reviews which are the materials in the attachments were not solicited. Consumers know and recognize LA FINCA as a mark. The evidence shows this.

Applicant also herewith submits a letter from the Vice President of Americal Beverage Group Inc.

#### IV. The Application is Based on Use in Commerce

The TSDR information for the application indicates that the application continues to be based on Section 1(a). However, an amendment to allege use was filed and accepted in 2014. The application record should reflect that the application is based on Section 1(a).

To summarize, Applicant's applied for mark is not generic. The evidence of record shows that the goods are not "estate wine" and further consumers do not perceive LA FINCA as indicating a generic name for wine. The evidence shows that LA FINCA is not merely descriptive. However, in the event the examining attorney considers a refusal as to descriptiveness, Applicant submits that its mark has acquired distinctiveness as evidenced by its sales figures and the vast number of unsolicited reviews of the LA FINCA wine which show true consumer perception.

Since all issues raised in the office action have been addressed, it is submitted that the mark is now ready for publication and such action is respectfully requested.

<b>EVIDENCE SECTION</b>	
<b>EVIDENCE FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_._S20470_ROA.pdf</a>
<b>CONVERTED PDF FILE(S) (6 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0002.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0003.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0004.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0005.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0006.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0007.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_._S20470TrademarkAcceptableIdentificationof</a>



<b>CONVERTED PDF FILE(S) (5 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0008.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0008.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0009.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0009.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0010.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0010.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0011.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0011.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0012.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0012.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.S20470_Google_search_internet_images.p</a>
<b>CONVERTED PDF FILE(S) (5 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0013.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0013.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0014.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0014.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0015.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0015.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0016.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0016.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0017.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0017.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.Further_information_from_TTB_pdf.pdf</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0018.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0018.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0019.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0019.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.S20740_ESTATE_FARM_Supp_Register.pdf</a>
<b>CONVERTED PDF FILE(S) (21 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0020.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0020.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0021.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0021.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0022.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0022.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0023.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0023.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0024.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0024.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0025.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0025.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0026.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0026.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0027.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0027.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0028.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0028.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0029.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0029.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0030.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0030.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0031.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0031.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0032.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0032.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0033.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0033.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0034.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0034.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0035.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0035.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0036.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0036.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0037.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0037.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0038.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0038.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0039.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0039.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0040.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0040.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_. FARM same or similar or goods from fa</a>
<b>CONVERTED PDF FILE(S) (43 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0041.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0041.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0042.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0042.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0043.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0043.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0044.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0044.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0045.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0045.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0046.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0046.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0047.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0047.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0048.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0048.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0049.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0049.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0050.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0050.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0051.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0051.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0052.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0052.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0053.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0053.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0054.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0054.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0055.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0055.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0056.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0056.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0057.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0057.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0058.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0058.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0059.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0059.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0060.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0060.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0061.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0061.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0062.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0062.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0063.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0063.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0064.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0064.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0065.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0065.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0066.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0066.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0067.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0067.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0068.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0068.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0069.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0069.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0070.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0070.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0071.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0071.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0072.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0072.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0073.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0073.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0074.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0074.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0075.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0075.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0076.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0076.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0077.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0077.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0078.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0078.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0079.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0079.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0080.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0080.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0081.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0081.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0082.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0082.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0083.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0083.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_._S20740_ESTATE_not_disclaimed.pdf</a>
<b>CONVERTED PDF FILE(S)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0084.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0084.JPG</a>

(25 pages)	
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0085.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0085.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0086.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0086.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0087.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0087.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0088.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0088.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0089.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0089.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0090.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0090.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0091.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0091.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0092.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0092.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0093.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0093.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0094.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0094.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0095.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0095.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0096.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0096.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0097.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0097.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0098.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0098.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0099.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0099.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0100.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0100.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0101.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0101.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0102.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0102.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0103.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0103.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0104.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0104.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0105.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0105.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0106.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0106.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0107.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0107.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0108.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0108.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.S20740_status_THE_FARM_for_wines.pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0109.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0109.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0110.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0110.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0111.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0111.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294 . S20740 status VINE SERIES wine.pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0112.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0112.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0113.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0113.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0114.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0114.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294 . S20740 La Finca - Fearless Flyer and Store Checks 2015.pdf</a>
<b>CONVERTED PDF FILE(S) (4 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0115.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0115.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0116.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0116.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0117.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0117.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0118.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0118.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294 . S20470 LA FINCA at Trader Joes.pdf</a>
<b>CONVERTED PDF FILE(S) (46 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0119.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0119.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0120.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0120.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0121.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0121.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0122.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0122.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0123.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0123.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0124.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0124.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0125.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0125.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0126.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0126.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0127.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0127.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0128.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0128.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0129.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0129.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0130.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0130.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0131.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0131.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0132.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0132.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0133.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0133.JPG</a>





	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0163.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0163.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0164.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0164.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.Trader.Joes_Fearless.Flyer.pdf</a>
<b>CONVERTED PDF FILE(S) (29 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0165.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0165.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0166.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0166.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0167.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0167.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0168.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0168.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0169.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0169.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0170.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0170.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0171.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0171.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0172.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0172.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0173.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0173.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0174.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0174.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0175.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0175.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0176.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0176.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0177.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0177.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0178.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0178.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0179.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0179.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0180.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0180.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0181.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0181.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0182.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0182.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0183.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0183.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0184.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0184.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0185.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0185.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0186.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0186.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0187.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0187.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0188.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0188.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0189.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0189.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0190.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0190.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0191.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0191.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0192.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0192.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0193.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0193.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.S20740_Reviews_I.pdf</a>
<b>CONVERTED PDF FILE(S) (21 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0194.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0194.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0195.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0195.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0196.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0196.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0197.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0197.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0198.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0198.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0199.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0199.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0200.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0200.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0201.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0201.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0202.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0202.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0203.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0203.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0204.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0204.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0205.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0205.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0206.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0206.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0207.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0207.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0208.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0208.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0209.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0209.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0210.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0210.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0211.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0211.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0212.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0212.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0213.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0213.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0214.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0214.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.S20740_Reviews_II.pdf</a>
<b>CONVERTED</b>	



<b>PDF FILE(S)</b> (27 pages)	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0215.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0215.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0216.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0216.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0217.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0217.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0218.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0218.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0219.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0219.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0220.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0220.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0221.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0221.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0222.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0222.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0223.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0223.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0224.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0224.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0225.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0225.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0226.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0226.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0227.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0227.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0228.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0228.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0229.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0229.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0230.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0230.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0231.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0231.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0232.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0232.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0233.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0233.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0234.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0234.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0235.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0235.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0236.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0236.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0237.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0237.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0238.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0238.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0239.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0239.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0240.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0240.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0241.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0241.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.S20740_Reviews_III.pdf</a>
<b>CONVERTED</b>	

<b>PDF FILE(S)</b> (34 pages)	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0242.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0242.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0243.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0243.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0244.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0244.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0245.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0245.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0246.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0246.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0247.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0247.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0248.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0248.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0249.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0249.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0250.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0250.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0251.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0251.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0252.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0252.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0253.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0253.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0254.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0254.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0255.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0255.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0256.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0256.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0257.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0257.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0258.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0258.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0259.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0259.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0260.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0260.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0261.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0261.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0262.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0262.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0263.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0263.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0264.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0264.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0265.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0265.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0266.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0266.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0267.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0267.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0268.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0268.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0269.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0269.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0270.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0270.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0271.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0271.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0272.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0272.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0273.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0273.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0274.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0274.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0275.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0275.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.S20740_Reviews_IV.pdf</a>
<b>CONVERTED PDF FILE(S) (34 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0276.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0276.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0277.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0277.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0278.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0278.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0279.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0279.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0280.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0280.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0281.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0281.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0282.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0282.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0283.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0283.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0284.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0284.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0285.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0285.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0286.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0286.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0287.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0287.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0288.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0288.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0289.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0289.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0290.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0290.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0291.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0291.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0292.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0292.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0293.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0293.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0294.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0294.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0295.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0295.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0296.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0296.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0297.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0297.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0298.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0298.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0299.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0299.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0300.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0300.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0301.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0301.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0302.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0302.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0303.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0303.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0304.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0304.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0305.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0305.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0306.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0306.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0307.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0307.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0308.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0308.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0309.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0309.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.S20740_Reviews_V.pdf</a>
<b>CONVERTED PDF FILE(S) (32 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0310.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0310.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0311.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0311.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0312.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0312.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0313.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0313.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0314.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0314.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0315.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0315.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0316.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0316.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0317.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0317.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0318.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0318.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0319.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0319.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0320.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0320.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0321.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0321.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0322.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0322.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0323.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0323.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0324.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0324.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0325.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0325.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0326.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0326.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0327.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0327.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0328.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0328.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0329.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0329.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0330.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0330.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0331.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0331.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0332.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0332.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0333.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0333.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0334.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0334.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0335.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0335.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0336.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0336.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0337.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0337.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0338.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0338.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0339.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0339.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0340.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0340.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0341.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0341.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_12411614-20151215110533077294_.._S20470PrimarySourceLaFincalletter.pdf</a>
<b>CONVERTED PDF FILE(S) (1 page)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0342.JPG">\\TICRS\EXPORT16\IMAGEOUT16\861\305\86130560\xml16\RFR0342.JPG</a>
<b>DESCRIPTION OF EVIDENCE FILE</b>	Executed copy of applicant's response to Office Action, and attachments in the nature of USPTO Acceptable Identification of Goods Manual; further information from TTB; TSI ESTATE and FARMS marks on the Supplemental Register without disclaimer; FARM r similar goods, or goods that might have ingredients or components from a farm; marks w disclaimed; registration for THE FARM for wines; registration for THE VINE SERIES 1 photographs of LA FINCA as displayed at Trader Joes; evidence of LA FINCA sold at T information regarding success of Trader Joes and Fearless Flyer; Third party LA FINCA (parts 1-V) and letter from Vice President of Americal Beverage Group Inc. re source of
<b>SIGNATURE SECTION</b>	
<b>RESPONSE SIGNATURE</b>	/Leigh Ann Lindquist/
<b>SIGNATORY'S NAME</b>	Leigh Ann Lindquist
<b>SIGNATORY'S</b>	

<b>POSITION</b>	Attorney for applicant, DC bar member
<b>SIGNATORY'S PHONE NUMBER</b>	202.663.7409
<b>DATE SIGNED</b>	12/15/2015
<b>AUTHORIZED SIGNATORY</b>	YES
<b>CONCURRENT APPEAL NOTICE FILED</b>	NO
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Tue Dec 15 11:55:23 EST 2015
<b>TEAS STAMP</b>	USPTO/RFR-XX.X.XXX.XX-201 51215115523346883-8613056 0-550e05c2e7d933fe9f80bf4 1c85663969f2830e8bf9e8090 b5295db8167ed14f26-N/A-N/ A-20151215110533077294

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1960 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

## **Request for Reconsideration after Final Action To the Commissioner for Trademarks:**

Application serial no. **86130560** LA FINCA(Standard Characters, see <http://tmng-al.uspto.gov/resting2/api/img/86130560/large>) has been amended as follows:

### **ARGUMENT(S)**

**In response to the substantive refusal(s), please note the following:**

### **REQUEST FOR RECONSIDERATION**

This is responsive to the final office action dated June 15, 2015.

The examining attorney has made final her refusal under Trademark Act Section 2(e)(1) on the ground that the applied for mark is generic of the applicant's goods. She has further made final her refusal that the mark is descriptive, in the alternative, under Trademark Act Section 2(e)(1). And last, the examining attorney finds the evidence submitted in support of a claim of acquired distinctiveness insufficient. Applicant respectfully requests reconsideration of these refusals.

I. LA FINCA is not Generic for Wines.

The examining attorney notes there is a two-step inquiry to determine if an applied for mark is generic: (1) what is the genus of the goods at issue; and (2) does the relevant public understand the designation as primarily to refer to that genus of goods?

A. What is the Genus?

The examining attorney properly states that the genus of the goods is often defined by applicant's identification of goods. Here, Applicant has applied for "wine," but the examining attorney does not state that the genus is "wine." The genus, according to the examining attorney, is "estate wine or wines grown [sic], produced and/or manufactured on estates." The examining attorney points to Applicant's label to support its position. The examining attorney also states that third parties use FINCA.

The genus of the goods is "wine." There is no evidence of record that shows that the Trademark Office view "estate wine" as the genus of any goods. In fact, all of the registrations and applications of record identify the goods as "wine." This is how the consuming public views the goods at issue. There are 1000s of federal trademark registrations that cover "wine" which is listed in the ID Manual. "Estate wine" is not the genus of the goods at issue and is not a recognized description for goods at the Trademark Office. The genus is "wine."

In further support of her position, the examining attorney attaches information about registrations where ESTATE is disclaimed to show that FINCA or ESTATE is generic. A disclaimer is not an admission that a term is generic but an admission that a term is descriptive. See In re Allegiance Staffing, 115 U.S.P.Q.2d 1319, 1325 (T.T.A.B 2015). Moreover, "No disclaimer, including those made under subsection (e) of section 1057 of this title, shall prejudice or affect the applicant's or registrant's rights then existing or thereafter arising in the disclaimed matter, or his right of registration on another application if the disclaimed matter be or shall have become distinctive of his goods or services." 15 U.S.C. §1056. A disclaimer is not evidence that a term is generic.



## B. The Public Will Not View LA FINCA as "Estate."

Applicant has previously submitted information regarding how the applied for mark is viewed by the public. The public views LA FINCA as a mark for wine. The public does not view the mark as applied for as a generic designation for estate wine which is not even a recognized category of wine as previously demonstrated. In fact, a Google search results page for La Finca wine without quotation marks, only results in references to Applicant and its wine. The examining attorney's evidence does not support her position that the public will view Applicant's mark as "estate."

Applicant also submits further information from the TTB in support of its position that consumers will not view LA FINCA as estate wine, which has a very specific connotation as applied to wines. Since the goods as applied for are wine, the examining attorney cannot simply dismiss how wine is regulated in the United States. The availability of the wording "estate wine" to wine makers and distributors is central to the issue in this application and how the consuming public view "estate wine." In fact, the Trademark Trial and Appeal Board has reviewed wine regulations in the past. See In re AOP LLC, 107 U.S.P.Q.2d 1644 (T.T.A.B. 2013). The regulations regarding the labeling of wine and use of "estate" are clearly relevant here.

Applicant further notes that there are ESTATE and FARMS marks which have registered on the Supplemental Register in International Class 33 without a disclaimer of ESTATE or FINCA. Please see the attached TSDR information.

Applicant also attaches TSDR information for registrations that have issued on the Principal Register for the same goods or goods that might have ingredients or components from a farm and where the registered mark is defined as "farm" or a similar equivalent. Also attached is TSDR information for marks where ESTATE was not disclaimed. For example, FINCA MONTE AZUL is registered in connection with coffee under registration no. 4586957 on the Principal Register under a claim of acquired distinctiveness. If FINCA can be registered for coffee, FINCA can be registered for wine. FINCA is simply not generic. Most telling of all is a registration for the mark THE FARM for wines which issued on December 16, 2014. See registration no. 4656441. Applicant further notes there is a registration for the mark THE VINE SERIES, registration no. 4690175, for wines on the Supplemental Register.

The various registrations attached here show how consumers view terms such as estate and farm.

## II. LA FINCA is not Merely Descriptive.

Applicant is of the opinion that its applied for mark is not merely descriptive. However, Applicant has claimed acquired distinctiveness in its applied for mark to overcome the Section 2(e)(1) refusal. For the reasons noted above, Applicant's applied for mark is not merely descriptive.

## III. LA FINCA has Acquired Distinctiveness.

The examining attorney takes the position that Applicant has submitted insufficient evidence to show acquired distinctiveness.

The examining attorney states that Applicant has provided an "estimate" of how many bottles of wine it has sold in the United States. In its response dated May 18, 2015, Applicant stated that it has sold over 442,000 cases of wine. This is not an estimate. In a three year period, Applicant sold over 5,000,000 bottles of wine in the United States. This is not an estimate.

LA FINCA wine is available at all Trader Joe's that sell wine. The attachments to previous responses and attachments here show that LA FINCA wine is available at over 200 locations in the United States. This is extensive evidence of how widely Applicant's wine is available. The photographs attached here and attached to earlier responses show how LA FINCA wine is featured in Trader Joe's locations. All of this is ample evidence of acquired distinctiveness.

Moreover, Trader Joe's is well known for selling wines. The fact that Applicant's wine is advertised in Trader Joe's publication is further evidence of acquired distinctiveness that cannot be dismissed. The Fearless Flyer is available in stores and online and is printed eight times a year. The Fearless Flyer is a very well-known advertising piece.

Moreover, evidence of unsolicited reviews of LA FINCA wine is valuable evidence of acquired distinctiveness. The materials previously submitted and the materials attached here evidence that consumers know LA FINCA wine as a brand name. Actually consumers do not refer to Applicant's wine as a generic wine. Applicant submits that the materials submitted here are actually more persuasive evidence than consumer declarations. The reviews which are the subject of the materials in the attachments were not solicited. Consumers know and recognize LA FINCA as a mark. The evidence clearly shows this.

Applicant also herewith submits a letter from the Vice President of Americal Beverage Group Inc.

#### IV. The Application is Based on Use in Commerce

The TSDR information for the application indicates that the application continues to be based on Section 1(b). However, an amendment to allege use was filed and accepted in 2014. The application record should reflect that the application is based on Section 1(a).

To summarize, Applicant's applied for mark is not generic. The evidence of record shows that the genus of the goods is not "estate wine" and further consumers do not perceive LA FINCA as indicating a generic name for wine. Moreover, the evidence shows that LA FINCA is not merely descriptive. However, in the event the examining attorney continues her refusal as to descriptiveness, Applicant submits that its mark has acquired distinctiveness as evidenced by its substantial sales figures and the vast number of unsolicited reviews of the LA FINCA wine which show true consumer perception.

Since all issues raised in the office action have been addressed, it is submitted that the mark is now in condition for publication and such action is respectfully requested.

#### **EVIDENCE**

Evidence in the nature of Executed copy of applicant's response to Office Action, and attachments in the nature of printouts from: the USPTO Acceptable Identification of Goods Manual; further information from TTB; TSDR printouts for ESTATE and FARMS marks on the Supplemental Register without disclaimer; FARM marks for same or similar goods, or goods that might have ingredients or components from a farm; marks where ESTATE not disclaimed; registration for THE FARM for wines; registration for THE VINE SERIES for wine; photographs of LA FINCA as displayed at Trader Joes; evidence of LA FINCA sold at Trader Joe's; information regarding success of Trader Joes and Fearless Flyer; Third party LA FINCA product reviews (parts 1-V) and letter from Vice President of Americal Beverage Group Inc. re source of LA FINCA has been attached.

**Original PDF file:**

[evi\\_12411614-20151215110533077294\\_.S20470\\_ROA.pdf](#)

**Converted PDF file(s)** ( 6 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294\\_.S20470TrademarkAcceptableIdentificationofGoodsServices.pdf](#)

**Converted PDF file(s)** ( 5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294\\_.S20470\\_Google\\_search\\_internet\\_images.pdf](#)

**Converted PDF file(s)** ( 5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294\\_.Further\\_information\\_from\\_TTB\\_pdf.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[Evidence-1](#)

[Evidence-2](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294\\_.S20740\\_ESTATE\\_FARM\\_Supp\\_Register.pdf](#)

**Converted PDF file(s)** ( 21 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)  
[Evidence-16](#)  
[Evidence-17](#)  
[Evidence-18](#)  
[Evidence-19](#)  
[Evidence-20](#)  
[Evidence-21](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . FARM same or similar or goods from farm.pdf](#)

**Converted PDF file(s) ( 43 pages)**

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
[Evidence-5](#)  
[Evidence-6](#)  
[Evidence-7](#)  
[Evidence-8](#)  
[Evidence-9](#)  
[Evidence-10](#)  
[Evidence-11](#)  
[Evidence-12](#)  
[Evidence-13](#)  
[Evidence-14](#)  
[Evidence-15](#)  
[Evidence-16](#)  
[Evidence-17](#)  
[Evidence-18](#)  
[Evidence-19](#)  
[Evidence-20](#)  
[Evidence-21](#)  
[Evidence-22](#)  
[Evidence-23](#)  
[Evidence-24](#)  
[Evidence-25](#)  
[Evidence-26](#)  
[Evidence-27](#)  
[Evidence-28](#)  
[Evidence-29](#)  
[Evidence-30](#)  
[Evidence-31](#)  
[Evidence-32](#)  
[Evidence-33](#)  
[Evidence-34](#)  
[Evidence-35](#)  
[Evidence-36](#)  
[Evidence-37](#)

[Evidence-38](#)

[Evidence-39](#)

[Evidence-40](#)

[Evidence-41](#)

[Evidence-42](#)

[Evidence-43](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . S20740 ESTATE not disclaimed.pdf](#)

**Converted PDF file(s) ( 25 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

[Evidence-16](#)

[Evidence-17](#)

[Evidence-18](#)

[Evidence-19](#)

[Evidence-20](#)

[Evidence-21](#)

[Evidence-22](#)

[Evidence-23](#)

[Evidence-24](#)

[Evidence-25](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . S20740 status THE FARM for wines.pdf](#)

**Converted PDF file(s) ( 3 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . S20740 status VINE SERIES wine.pdf](#)

**Converted PDF file(s) ( 3 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . S20740 La Finca -](#)

[\\_Fearless Flyer and Store Checks 2015.pdf](#)

**Converted PDF file(s)** ( 4 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . S20470 LA FINCA at Trader Joes.pdf](#)

**Converted PDF file(s)** ( 46 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

[Evidence-16](#)

[Evidence-17](#)

[Evidence-18](#)

[Evidence-19](#)

[Evidence-20](#)

[Evidence-21](#)

[Evidence-22](#)

[Evidence-23](#)

[Evidence-24](#)

[Evidence-25](#)

[Evidence-26](#)

[Evidence-27](#)

[Evidence-28](#)

[Evidence-29](#)

[Evidence-30](#)

[Evidence-31](#)

[Evidence-32](#)

[Evidence-33](#)

[Evidence-34](#)

[Evidence-35](#)

[Evidence-36](#)

[Evidence-37](#)

[Evidence-38](#)  
[Evidence-39](#)  
[Evidence-40](#)  
[Evidence-41](#)  
[Evidence-42](#)  
[Evidence-43](#)  
[Evidence-44](#)  
[Evidence-45](#)  
[Evidence-46](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . Trader Joes Fearless Flyer.pdf](#)

**Converted PDF file(s) ( 29 pages)**

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
[Evidence-5](#)  
[Evidence-6](#)  
[Evidence-7](#)  
[Evidence-8](#)  
[Evidence-9](#)  
[Evidence-10](#)  
[Evidence-11](#)  
[Evidence-12](#)  
[Evidence-13](#)  
[Evidence-14](#)  
[Evidence-15](#)  
[Evidence-16](#)  
[Evidence-17](#)  
[Evidence-18](#)  
[Evidence-19](#)  
[Evidence-20](#)  
[Evidence-21](#)  
[Evidence-22](#)  
[Evidence-23](#)  
[Evidence-24](#)  
[Evidence-25](#)  
[Evidence-26](#)  
[Evidence-27](#)  
[Evidence-28](#)  
[Evidence-29](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . S20740 Reviews I.pdf](#)

**Converted PDF file(s) ( 21 pages)**

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)

[Evidence-4](#)  
[Evidence-5](#)  
[Evidence-6](#)  
[Evidence-7](#)  
[Evidence-8](#)  
[Evidence-9](#)  
[Evidence-10](#)  
[Evidence-11](#)  
[Evidence-12](#)  
[Evidence-13](#)  
[Evidence-14](#)  
[Evidence-15](#)  
[Evidence-16](#)  
[Evidence-17](#)  
[Evidence-18](#)  
[Evidence-19](#)  
[Evidence-20](#)  
[Evidence-21](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . S20740 Reviews II.pdf](#)

**Converted PDF file(s) ( 27 pages)**

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
[Evidence-5](#)  
[Evidence-6](#)  
[Evidence-7](#)  
[Evidence-8](#)  
[Evidence-9](#)  
[Evidence-10](#)  
[Evidence-11](#)  
[Evidence-12](#)  
[Evidence-13](#)  
[Evidence-14](#)  
[Evidence-15](#)  
[Evidence-16](#)  
[Evidence-17](#)  
[Evidence-18](#)  
[Evidence-19](#)  
[Evidence-20](#)  
[Evidence-21](#)  
[Evidence-22](#)  
[Evidence-23](#)  
[Evidence-24](#)  
[Evidence-25](#)  
[Evidence-26](#)



[Evidence-27](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . S20740 Reviews III.pdf](#)

**Converted PDF file(s) ( 34 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

[Evidence-16](#)

[Evidence-17](#)

[Evidence-18](#)

[Evidence-19](#)

[Evidence-20](#)

[Evidence-21](#)

[Evidence-22](#)

[Evidence-23](#)

[Evidence-24](#)

[Evidence-25](#)

[Evidence-26](#)

[Evidence-27](#)

[Evidence-28](#)

[Evidence-29](#)

[Evidence-30](#)

[Evidence-31](#)

[Evidence-32](#)

[Evidence-33](#)

[Evidence-34](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . S20740 Reviews IV.pdf](#)

**Converted PDF file(s) ( 34 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)  
[Evidence-8](#)  
[Evidence-9](#)  
[Evidence-10](#)  
[Evidence-11](#)  
[Evidence-12](#)  
[Evidence-13](#)  
[Evidence-14](#)  
[Evidence-15](#)  
[Evidence-16](#)  
[Evidence-17](#)  
[Evidence-18](#)  
[Evidence-19](#)  
[Evidence-20](#)  
[Evidence-21](#)  
[Evidence-22](#)  
[Evidence-23](#)  
[Evidence-24](#)  
[Evidence-25](#)  
[Evidence-26](#)  
[Evidence-27](#)  
[Evidence-28](#)  
[Evidence-29](#)  
[Evidence-30](#)  
[Evidence-31](#)  
[Evidence-32](#)  
[Evidence-33](#)  
[Evidence-34](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294\\_.S20740\\_Reviews\\_V.pdf](#)

**Converted PDF file(s) ( 32 pages)**

[Evidence-1](#)  
[Evidence-2](#)  
[Evidence-3](#)  
[Evidence-4](#)  
[Evidence-5](#)  
[Evidence-6](#)  
[Evidence-7](#)  
[Evidence-8](#)  
[Evidence-9](#)  
[Evidence-10](#)  
[Evidence-11](#)  
[Evidence-12](#)  
[Evidence-13](#)  
[Evidence-14](#)  
[Evidence-15](#)  
[Evidence-16](#)

[Evidence-17](#)

[Evidence-18](#)

[Evidence-19](#)

[Evidence-20](#)

[Evidence-21](#)

[Evidence-22](#)

[Evidence-23](#)

[Evidence-24](#)

[Evidence-25](#)

[Evidence-26](#)

[Evidence-27](#)

[Evidence-28](#)

[Evidence-29](#)

[Evidence-30](#)

[Evidence-31](#)

[Evidence-32](#)

**Original PDF file:**

[evi\\_12411614-20151215110533077294 . S20470PrimarySourceLaFincalletter.pdf](#)

**Converted PDF file(s)** ( 1 page)

[Evidence-1](#)

## **SIGNATURE(S)**

### **Request for Reconsideration Signature**

Signature: /Leigh Ann Lindquist/ Date: 12/15/2015

Signatory's Name: Leigh Ann Lindquist

Signatory's Position: Attorney for applicant, DC bar member

Signatory's Phone Number: 202.663.7409

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 86130560

Internet Transmission Date: Tue Dec 15 11:55:23 EST 2015

TEAS Stamp: USPTO/RFR-XX.X.XXX.XX-201512151155233468

83-86130560-550e05c2e7d933fe9f80bf41c856

63969f2830e8bf9e8090b5295db8167ed14f26-N

/A-N/A-20151215110533077294



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Matter of

FINCA LA CELIA S.A.

Serial No.: 86/130,560

Examiner: Sharon A. Meier

Filed: November 27, 2013

Law Office: 112

Mark: LA FINCA

**NO FEE**

Commissioner for Trademarks

P.O. Box 1451

Alexandria, VA 22313-1451

Sir:

**REQUEST FOR RECONSIDERATION**

This is responsive to the final office action dated June 15, 2015.

The examining attorney has made final her refusal under Trademark Act Section 2(e)(1) on the ground that the applied for mark is generic of the applicant's goods. She has further made final her refusal that the mark is descriptive, in the alternative, under Trademark Act Section 2(e)(1). And last, the examining attorney finds the evidence submitted in support of a claim of acquired distinctiveness insufficient. Applicant respectfully requests reconsideration of these refusals.

I. LA FINCA is not Generic for Wines.

The examining attorney notes there is a two-step inquiry to determine if an applied for mark is generic: (1) what is the genus of the goods at issue; and (2) does the relevant public understand the designation as primarily to refer to that genus of goods?

A. What is the Genus?

The examining attorney properly states that the genus of the goods is often defined by applicant's identification of goods. Here, Applicant has applied for "wine," but the examining attorney does not state that the genus is "wine." The genus, according to the examining attorney, is "estate wine or wines grown [sic], produced and/or manufactured on estates." The examining attorney points to Applicant's label to support its position. The examining attorney also states that third parties use FINCA.

The genus of the goods is "wine." There is no evidence of record that shows that the Trademark Office view "estate wine" as the genus of any goods. In fact, all of the registrations and applications of record identify the goods as "wine." This is how the consuming public views the goods at issue. There are 1000s of federal trademark registrations that cover "wine" which is listed in the ID Manual. "Estate wine" is not the genus of the goods at issue and is not a recognized description for goods at the Trademark Office. The genus is "wine."

In further support of her position, the examining attorney attaches information about registrations where ESTATE is disclaimed to show that FINCA or ESTATE is generic. A disclaimer is not an admission that a term is generic but an admission that a term is descriptive. See In re Allegiance Staffing, 115 U.S.P.Q.2d 1319, 1325 (T.T.A.B 2015). Moreover, "No disclaimer, including those made under subsection (e) of section 1057 of this title, shall prejudice or affect the applicant's or registrant's rights then existing or thereafter arising in the disclaimed matter, or his right of registration on another application if the disclaimed matter be or shall have become distinctive of his goods or services." 15 U.S.C. §1056. A disclaimer is not evidence that a term is generic.

B. The Public Will Not View LA FINCA as "Estate."

Applicant has previously submitted information regarding how the applied for mark is viewed by the public. The public views LA FINCA as a mark for wine. The public does not view the mark as applied for as a generic designation for estate wine which is not even a recognized category of wine as previously demonstrated. In fact, a Google search results page for La Finca wine without quotation marks, only results in references to Applicant and its wine. The examining attorney's evidence does not support her position that the public will view Applicant's mark as "estate."

Applicant also submits further information from the TTB in support of its position that consumers will not view LA FINCA as estate wine, which has a very specific connotation as applied to wines. Since the goods as applied for are wine, the examining attorney cannot simply dismiss how wine is regulated in the United States. The availability of the wording "estate wine" to wine makers and distributors is central to the issue in this application and how the consuming public view "estate wine." In fact, the Trademark Trial and Appeal Board has reviewed wine regulations in the past. See In re AOP LLC, 107 U.S.P.Q.2d 1644 (T.T.A.B. 2013). The regulations regarding the labeling of wine and use of "estate" are clearly relevant here.

Applicant further notes that there are ESTATE and FARMS marks which have registered on the Supplemental Register in International Class 33 without a disclaimer of ESTATE or FINCA. Please see the attached TSDR information.

Applicant also attaches TSDR information for registrations that have issued on the Principal Register for the same goods or goods that might have ingredients or components from a farm and where the registered mark is defined as "farm" or a similar equivalent. Also attached is TSDR information for marks where ESTATE was not disclaimed. For example, FINCA MONTE

AZUL is registered in connection with coffee under registration no. 4586957 on the Principal Register under a claim of acquired distinctiveness. If FINCA can be registered for coffee, FINCA can be registered for wine. FINCA is simply not generic.

Most telling of all is a registration for the mark THE FARM for wines which issued on December 16, 2014. See registration no. 4656441. Applicant further notes there is a registration for the mark THE VINE SERIES, registration no. 4690175, for wines on the Supplemental Register.

The various registrations attached here show how consumers view terms such as estate and farm.

II. LA FINCA is not Merely Descriptive.

Applicant is of the opinion that its applied for mark is not merely descriptive. However, Applicant has claimed acquired distinctiveness in its applied for mark to overcome the Section 2(e)(1) refusal. For the reasons noted above, Applicant's applied for mark is not merely descriptive.

III. LA FINCA has Acquired Distinctiveness.

The examining attorney takes the position that Applicant has submitted insufficient evidence to show acquired distinctiveness.

The examining attorney states that Applicant has provided an "estimate" of how many bottles of wine it has sold in the United States. In its response dated May 18, 2015, Applicant stated that it has sold over 442,000 cases of wine. This is not an estimate. In a three year period, Applicant sold over 5,000,000 bottles of wine in the United States. This is not an estimate.

LA FINCA wine is available at all Trader Joe's that sell wine. The attachments to previous responses and attachments here show that LA FINCA wine is available at over 200



locations in the United States. This is extensive evidence of how widely Applicant's wine is available. The photographs attached here and attached to earlier responses show how LA FINCA wine is featured in Trader Joe's locations. All of this is ample evidence of acquired distinctiveness.

Moreover, Trader Joe's is well known for selling wines. The fact that Applicant's wine is advertised in Trader Joe's publication is further evidence of acquired distinctiveness that cannot be dismissed. The Fearless Flyer is available in stores and online and is printed eight times a year. The Fearless Flyer is a very well-known advertising piece.

Moreover, evidence of unsolicited reviews of LA FINCA wine is valuable evidence of acquired distinctiveness. The materials previously submitted and the materials attached here evidence that consumers know LA FINCA wine as a brand name. Actually consumers do not refer to Applicant's wine as a generic wine. Applicant submits that the materials submitted here are actually more persuasive evidence than consumer declarations. The reviews which are the subject of the materials in the attachments were not solicited. Consumers know and recognize LA FINCA as a mark. The evidence clearly shows this.

Applicant also herewith submits a letter from the Vice President of Americal Beverage Group Inc.

#### IV. The Application is Based on Use in Commerce

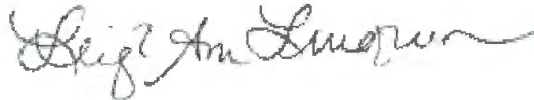
The TSDR information for the application indicates that the application continues to be based on Section 1(b). However, an amendment to allege use was filed and accepted in 2014. The application record should reflect that the application is based on Section 1(a).

To summarize, Applicant's applied for mark is not generic. The evidence of record shows that the genus of the goods is not "estate wine" and further consumers do not perceive

LA FINCA as indicating a generic name for wine. Moreover, the evidence shows that LA FINCA is not merely descriptive. However, in the event the examining attorney continues her refusal as to descriptiveness, Applicant submits that its mark has acquired distinctiveness as evidenced by its substantial sales figures and the vast number of unsolicited reviews of the LA FINCA wine which show true consumer perception.

Since all issues raised in the office action have been addressed, it is submitted that the mark is now in condition for publication and such action is respectfully requested.

Respectfully submitted,



Date: December 15, 2015

---

Leigh Ann Lindquist  
Attorney for Applicant  
SUGHRUE MION, PLLC  
2100 Pennsylvania Avenue, NW  
Washington, DC 20037-3202  
Telephone: (202) 663-7409  
Facsimile: (202) 331-4308

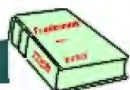


**United States Patent and Trademark Office**

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

[Trademarks](#) > [Trademark Acceptable Identification of Goods & Services](#)

# Trademark ID Manual



Refine Search:

Return results with status:  A - Added     M - Modified     X - Examples     D - Deleted

[Click here](#) for more information about Manual entry statuses and using the status checkboxes.

Documents: 1 - 108 of 108

Hit No.	Class	Description	Status	Effective Date	Type	Note	TM5
1	001	Chemicals for fermenting wine	A	08 Mar 07	G	N	T
2	001	Oenological bactericides [chemical preparations used in wine making]	A	05 Feb 09	G	Y	
3	007	Machines, namely, wine presses	A	02 Apr 91	G	N	
4	008	Cutters for wine bottle foil	A	01 Dec 05	G	N	
5	008	Ladles for wine	A	03 Feb 11	G	N	
6	009	Software utilizing bidirectional communication via ethernet and internet to monitor and/or configure programmable logic controls for wine cellars	X	01 Jul 06	G	Y	
7	011	Appliances for domestic use, namely, temperature controlled wine cellars	A	29 Mar 07	G	N	
8	011	Wine coolers, namely, refrigerated cabinets containing racks for wine bottles and storage shelves	A	28 Jun 07	G	N	
9	016	All-in-one portable cardboard box that dispenses both cups made of paper, plastic or other material and liquids, namely, {indicate what type of liquid, e.g., wine, mouthwash, pesticides, etc} for domestic, personal or commercial use	A	16 Jul 09	G	N	
10	016	Handpainted paper wine bottle labels	A	14 Feb 08	G	N	
11	016	Paper gift bags for wine	A	02 Jul 05	G	N	
12	016	Paper wine gift bags	A	02 Jul 05	G	N	T
13	016	Portable cardboard box for dispensing paper, plastic or other premeasured cups and dispensing liquids, namely, {indicate what type of liquid, e.g., wine, mouthwash, pesticides}, for domestic, personal or commercial use	A	16 Jul 09	G	N	
14	016	Printed novelty wine labels	A	12 Oct 06	G	N	
15	016	Printed wine and beer bottle labels incorporating a feature that changes color in response to fluctuation in temperature of the contents of the bottle to which the label is affixed	A	07 May 09	G	N	

Trademark Acceptable Identification of Goods & Services

16	016	Textile gift bags for wine	X	02 Jul 05	G	Y	
17	016	Textile wine gift bags	X	02 Jul 05	G	Y	
18	018	Wine bags with handles for carrying or holding wine	M	01 Feb 06	G	N	
19	018	Wine carrying cases	A	01 May 08	G	N	
20	020	Wine racks	M	01 Aug 05	G	Y	
21	021	Bottle stoppers specially adapted for use with wine bottles	A	23 Jul 09	G	N	
22	021	Coolers for wine	A	02 Apr 91	G	N	
23	021	Cooling buckets for wine	A	02 Apr 91	G	N	
24	021	Drinking glasses made from recycled (indicate materials, e.g., wine bottles, beer bottles, etc.)	A	24 Mar 11	G	N	
25	021	Vacuum bottle stoppers specially adapted for use with wine bottles	A	23 Jul 09	G	N	
26	021	Vacuum pumps for wine bottles	A	01 Feb 07	G	N	
27	021	Wine aerators	A	30 May 13	G	N	
28	021	Wine bottle cradles	A	02 Apr 91	G	N	
29	021	Wine bottle vests specially adapted for decorating wine bottles	A	11 Mar 10	G	N	
30	021	Wine buckets	A	02 Apr 91	G	N	
31	021	Wine coasters of precious metal	A	27 Nov 08	G	N	
32	021	Wine cooling pails	A	02 Apr 91	G	N	
33	021	Wine drip collars specially adapted for use around the top of wine bottles to stop drips	A	11 Mar 10	G	N	
34	021	Wine glasses	A	15 Nov 07	G	N	T
35	021	Wine jugs	A	02 Apr 91	G	N	
36	021	Wine openers	A	20 Nov 08	G	N	T
37	021	Wine pourers	A	21 Jun 07	G	N	
38	021	Wine strainers	A	01 Jun 01	G	N	
39	021	Wine tasters [siphons]	A	02 Apr 91	G	N	
40	030	Wine gums	A	18 Apr 13	G	Y	
41	030	Wine vinegar	A	01 Jun 01	G	N	
42	031	Fresh wine grapes	A	20 Mar 08	G	N	
43	031	Oak wood, oak chip and oak stave inserts for wine barrels	A	01 Jun 01	G	N	

Trademark Acceptable Identification of Goods & Services

44	032	Alcohol free wine	A	21 Oct 10	G	N	T
45	032	De-alcoholized wines	A	02 Apr 91	G	N	T
46	032	Non-alcoholized wines	A	02 Apr 91	G	N	
47	033	Acanthopanax wine (Ogapiju)	A	13 Mar 14	G	N	T
48	033	Aperitif wines	A	02 Apr 91	G	N	
49	033	Aperitifs with a wine base	A	02 Apr 91	G	N	
50	033	Black raspberry wine (Bokbunjaju)	A	14 Mar 13	G	N	T
51	033	Cooking wine	A	02 Apr 91	G	N	
52	033	Dessert wines	X	31 Oct 13	G	N	
53	033	Fortified wines	A	08 Jan 09	G	N	T
54	033	Fruit wine	A	02 Apr 91	G	N	T
55	033	Grape wine	A	20 Jul 04	G	N	T
56	033	Honey wine	A	06 Mar 08	G	N	
57	033	Kits for making wine	A	01 May 04	G	N	
58	033	Korean traditional rice wine (makgeoli)	M	20 Dec 12	G	Y	T
59	033	Natural sparkling wines	A	20 Jul 04	G	N	T
60	033	Port wines	A	02 Apr 91	G	N	
61	033	Prepared wine cocktails	A	02 Apr 91	G	N	
62	033	Red wine	A	01 May 05	G	N	
63	033	Red wines	X	17 Apr 08	G	Y	T
64	033	Rose wine	A	03 Mar 11	G	N	
65	033	Rose wines	A	10 Jul 14	G	N	T
66	033	Sparkling fruit wine	A	20 Jul 04	G	N	T
67	033	Sparkling grape wine	A	20 Jul 04	G	N	T
68	033	Sparkling wines	A	01 Apr 06	G	N	T
69	033	Still wines	A	24 Sep 09	G	N	
70	033	Strawberry wine	A	20 Jul 04	G	N	T
71	033	Sweet wines	A	20 Jul 04	G	N	T
72	033	Table wines	A	20 Jul 04	G	N	T
73	033	Tonic sweet grape wine containing extracts from ginseng and conchona bark (ninjin-kinatetsu wine)	A	20 Jul 04	G	N	T



Trademark Acceptable Identification of Goods & Services

74	033	White wine	A	01 May 05	G	N	
75	033	White wines	A	10 Jul 14	G	N	T
76	033	Wine	A	02 Apr 91	G	N	T
77	033	Wine coolers [drinks]	A	02 Apr 91	G	N	
78	033	Wine punch	A	02 Apr 91	G	N	
79	033	Wine punches	A	02 Apr 91	G	N	
80	033	Wines	X	01 Jun 04	G	Y	
81	033	Wines and fortified wines	A	22 Nov 07	G	N	T
82	033	Wines and liqueurs	A	22 Nov 07	G	N	T
83	033	Wines and sparkling wines	A	22 Nov 07	G	N	T
84	033	Wines derived from grapes grown in {specify geographic location}, labeled and advertised in compliance with {specify the particular country, state, or other governing bodies} laws for {specify the subject matter of the laws}	M	28 Oct 10	G	Y	
85	033	Wine-based beverage, namely, piquette	A	11 Nov 10	G	N	
86	033	Wine-based drinks	A	31 Dec 09	G	N	
87	033	Yellow rice wine	A	23 Apr 15	G	N	T
88	035	Administering a {indicate goods, e.g., wine, cheese, chocolate, etc.} club by means of selecting said goods based on consumer expectations and arranging periodic shipment to club members	A	28 Feb 13	S	N	
89	035	Administering a wine club by means of selecting wines based on consumer expectations and arranging periodic shipment to club members	A	28 Feb 13	S	N	
90	035	Administering discount group purchasing programs for the wine industry by negotiating contracts with providers of products and services to wineries enabling discounts for participant members	X	22 May 14	S	N	
91	035	Advertising services, namely, promoting the food and wine of others	A	01 Jul 06	S	N	
92	035	Providing a website featuring the ratings, reviews and recommendations posted by consumers on restaurants, food and wine for commercial purposes	M	15 Mar 12	S	Y	
93	035	Subscription-based order fulfillment services in the field of {indicate type of goods ordered by the subscriber, e.g., food, wine, toys, etc.}	A	14 Aug 14	S	Y	
94	036	Charitable fundraising services, by means of organizing and conducting musical entertainment events featuring food and wine	M	01 Jul 11	S	Y	
95	039	Delivery of wine to wine club members on a periodic basis	M	21 Feb 13	S	Y	
96	040	Custom production of wine for others	A	02 Aug 07	S	N	
97	040	Providing information about wine-making	A	01 Jun 01	S	N	
98	041	Conducting entertainment exhibitions in the nature of {indicate specific event, e.g. magic show, wine festivals}	A	02 Apr 91	S	N	
99	041	Entertainment services, namely, wine tastings	A	01 Oct 01	S	N	

Trademark Acceptable Identification of Goods & Services

100	041	Entertainment services, namely, wine and food tastings	A	01 Jul 06	S	N	
101	041	Entertainment services, namely, {specify goods tasted, e.g., food, wine, dessert, whiskey, etc.} tastings	A	03 Jul 14	S	N	
102	042	Computer services, namely, creating, maintaining, designing, and implementing websites for others in the field of {indicate subject matter, e.g., sports, education, food and wine, etc.}	A	07 Apr 11	S	N	
103	043	Bar services featuring {indicate specific type of beverages, e.g., wine, beer, sake, juice, etc.}	A	23 May 13	S	N	
104	043	Providing a web site featuring the ratings, reviews and recommendations on wines for wine appreciation purposes posted by viewers	M	15 Mar 12	S	Y	
105	043	Providing information about wine characteristics	M	01 Jan 02	S	Y	
106	043	Sommelier services, namely, providing advice on wine and wine and food pairing	A	01 Jul 04	S	N	
107	043	Wine bars	A	20 Jul 04	S	N	T
108	045	Licensing consultation in connection with the production, bottling, marketing and sale of wine and wine related beverages in compliance with existing Federal and State regulations [legal consultation]	M	17 Nov 11	S	Y	

[Return to ID Manual Main Page](#)

[Return to Top to Refine Search](#)

[HOME](#) [SITE](#) [INDEX](#) [SEARCH](#) [eBUSINESS](#) [HELP](#) [PRIVACY](#) [POLICY](#)



Google search bar with navigation links: All, Maps, Shopping, Images, News, More, Search tools. Includes a settings gear icon.

About 578,000 results (0.34 seconds)

### La Finca Malbec Review | Trader Joe's - The Fermented Fruit

[thefermentedfruit.com/la-finca-malbec-review-trader-joes/](http://thefermentedfruit.com/la-finca-malbec-review-trader-joes/)

Dec 8, 2014 - La Finca Malbec | Trader Joe's Wine. La Finca Malbec. If you recall from my recent review of the Grifone Primitivo I am on the hunt for the best ...

### Images for la finca wine

[Report images](#)



[More images for la finca wine](#)

### Wine for \$4? La Finca all the way! | Pretty Tasty Things | All ...

[prettytastythings.com/2012/04/wine-for-4-la-finca-all-the-way/](http://prettytastythings.com/2012/04/wine-for-4-la-finca-all-the-way/)

Apr 4, 2012 - This has been my wine of choice for dinner parties lately. Never disappoints. Whether you go with La Finca or another drinkable wine at Trader ...

### La Finca Winery - Wines, Reviews, and History - Snooth

[www.snooth.com/winery-profiles/chile/colchagua-valley](http://www.snooth.com/winery-profiles/chile/colchagua-valley)

Find wines and information about La Finca Winery, including history, maps, photos, and reviews about the La Finca wines.

### TJ's Wine Insider - March 2015 | Trader Joe's

[www.traderjoes.com/digin/post/tjs-wine-insider-march-2015](http://www.traderjoes.com/digin/post/tjs-wine-insider-march-2015)

Mar 30, 2015 - TJ's Wine Insider is your new go-to guide for Trader Joe's wines. ... La Finca Cabernet Sauvignon is currently available in Trader Joe's stores ...

### La Finca Oak Aged Malbec 2014 | CHEAP WINE FINDER

[www.cheapwinefinder.com/25746/la-finca-oak-aged-malbec-2014/](http://www.cheapwinefinder.com/25746/la-finca-oak-aged-malbec-2014/)

Aug 23, 2015 - The La Finca Oak Aged Malbec 2014 is a \$4.49 Trader Joe's wine exclusive, produced by Finca La Celia (Finca translates to farm or estate), ...

### Cheap Wine Girls - La Finca Malbec - YouTube



<https://www.youtube.com/watch?v=-KctdWE9g5Y>

Oct 24, 2012 - Uploaded by Cheap Wine Girls

This time on Cheap Wine Girls, we use the La Finca Malbec (\$3.99 at Trader Joe's) to experiment with a ...

### La Finca Mendoza Oak Aged Malbec 2013 | Wine Info - Vivino

<https://www.vivino.com/wineries/la-finca/wines/mendoza-oak-aged-malb...>

Give your creativity flow with Mendoza Oak Aged Malbec. Get the best pricing, availability in our wine catalogue.

### La Finca | Winery - Vivino

<https://www.vivino.com/wineries/la-finca>

Rate this winery from Mendoza in Argentina on Vivino. You can get the free Vivino Wine app too and never miss out on another good wine.



### Finca La Celia Winery, Mendoza - TripAdvisor

[www.tripadvisor.com](http://www.tripadvisor.com) > ... > [Things to Do in Mendoza](#) > TripAdvisor

★★★★★ Rating: 5 - 8 reviews

Finca La Celia Winery, Mendoza: See 8 reviews, articles, and 7 photos of Finca La Celia Winery, ranked No.128 on TripAdvisor among 191 attractions in ...

### Wine.com - Wine Online

Ad [www.wine.com/](http://www.wine.com/) (800) 658-0134

4.6 ★★★★★ rating for wine.com

1 Cent Shipping With Code SHIPDEC On \$49+ Orders. Shop Now.

Expert Advice · New Arrivals Every Week · Domestic & Imported Wines

Great Bottles To Give - Holiday Gift Guide - Top Rated Wines - Free Local Pickup

### Searches related to la finca wine

la finca wine **tempranillo**

finca **los primos**

la finca wine **cabernet sauvignon**

**crisobal 1492**

la finca wine **review**

**puro uno quadra white**

la finca wine **price**

la finca **cabernet sauvignon 2014**



1 2 3 4 5 6 7 8 9 10 Next

■ Washington, DC - From your Internet address - Use precise location - Learn more

[Help](#) [Send feedback](#) [Privacy](#) [Terms](#)

https://www.pinterest.com/pin/1136455651003175/

Discover and save creative ideas

More to explore: Note Chocolates Parties

**La Finca**  
OAK AGED  
2011  
TEMPRANILLO  
MENDOZA  
ARGENTINA

**People also love**

What's Good at Trader Joe's?:  
Trader Joe's Scallop Eaters

How to Pair Chocolate With the Right Wine (No Really... It Can Be Done)

Chocolate Covered Peanuts

Young's Double Chocolate Stout

https://www.pinterest.com/pin/45176802184385866/

Discover and save creative ideas

More to explore: Wineries Wine

**La Finca**  
OAK AGED  
2013  
TEMPRANILLO  
MENDOZA  
ARGENTINA

**People also love**

URBAN

Radia Boca

ICH

5  
CAMANA

https://www.pinterest.com/pin/48976714669308265/

Discover and save creative ideas

Sign up Log in

More to explore: Wine

**Pin it** Like

**People also love**

La Finca  
OAK AGED  
2010  
MALBEC  
MENDOZA  
ARGENTINA

Capatze  
PRIMUS  
The Blend

Wine is the Answer.  
Now what was the question?

ALAMOS  
THE BLEND  
MALBEC  
2009

https://es.pinterest.com/pin/4158800565736064763/

Descubre y guarda ideas creativas

Regístrate Iniciar sesión

Más para explorar: Vinos Rojo Vinos Tintos

**Pin it** Me gusta

**A la gente también le gusta**

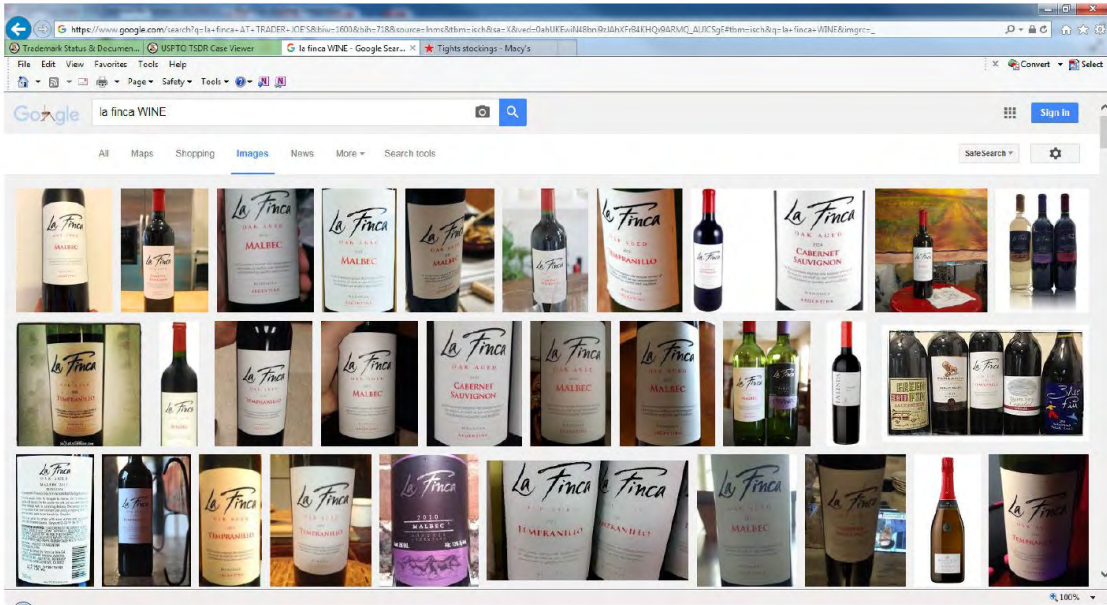
La Finca  
OAK AGED  
2013  
MALBEC

Trader Joe's Wine Prices

TRENTATZE ROSSO

The 23 Best Trader Joe's Wines (That Won't Break The Bank)

7 Budget-Friendly Spring Wines from the Trader Joe's Wine Shop





**WINE LABELING REGULATIONS**  
in the Code of Federal Regulations (CFR)

Read more about the following consumer protection regulations online at [www.ttb.gov](http://www.ttb.gov):

- Vintage Date** 27 CFR 4.27
- Estate Bottled** 27 CFR 4.26
- Appellations of Origin** 27 CFR 4.25
- American Viticultural Areas**  
27 CFR Part 9
- Alcohol Content** 27 CFR 4.36
- Declaration of Sulfites** 27 CFR 4.32(e)
- Health Warning Statement**  
27 CFR Part 16
- Brand Name** 27 CFR 4.33
- Varietal Designations**  
27 CFR 4.23, 4.28, 4.91, 4.92, 4.93
- Foreign Nongeneric Names Which Are Distinctive Designations of Specific Grape Wines** 27 CFR 12.31
- Name and Address** 27 CFR 4.35
- Net Contents** 27 CFR 4.37
- Caloric and Carbohydrate Representations** 27 CFR 4.39 and TTB Ruling 2004-1
- Voluntary Disclosure of Major Food Allergens** 27 CFR 4.32a



**How TTB**  
**Protects the Public**

American adults who enjoy an occasional alcohol beverage of their choice do so without fear that the product they are consuming might not be labeled properly. Why don't they need to worry? Because a small Government agency takes pride in assuring that the alcohol beverages sold in the United States are properly described on the container.

TTB takes tremendous pride in its strategic mission to "Protect the Public," which is designed to assure the integrity of alcohol beverages in the marketplace, verify and substantiate industry member compliance with laws and regulations, and to provide information to the public as a means of preventing consumer deception.

TTB reviews more than 100,000 alcohol labels, as well as advertisements, each year to verify that they provide adequate information to the consumer concerning the identity and quality of each alcohol beverage and to make certain that they do not mislead consumers.

TTB investigators conduct product integrity field investigations to check that industry members are following all Federal labeling and production standards for alcohol beverages. These investigations often include a comprehensive chemical analysis conducted at one of our two state-of-the-art laboratories.

This informational pamphlet is designed to educate the American public about how to read an alcohol beverage label. If you want to learn more, visit our Web site at [www.ttb.gov](http://www.ttb.gov).

TTB P 5190.1 (04/2008)

DEPARTMENT OF THE TREASURY

**ALCOHOL AND TOBACCO**  
**TAX AND TRADE**  
**BUREAU**

**WHAT YOU SHOULD KNOW**  
**ABOUT**  
**GRAPE WINE LABELS**



**TTB**  
*A proud past....A focused future*

## WHAT THE WINE LABEL TELLS YOU

As consumers become more adventuresome in their wine selections, they look to the label for more information. What makes one wine different from another? What is the dominant grape in the wine? Where were those grapes grown? Although TTB consumer protection regulations only apply to wine of at least seven percent alcohol by volume, this pamphlet contains enough basic information to assist the consumer in making an informed choice when buying wine. This pamphlet discusses wine made from grapes, although wine may also be made from other types of fruit and agricultural products. TTB regulations can be quite detailed in regard to the production of a wine and the information appearing on the bottle; not every possibility is presented here, but this guide will give you a good grasp of the fundamentals. For more detailed information please see the regulations listed on the back of this pamphlet.

### VINTAGE DATE

A vintage date on the label indicates the year in which the grapes were harvested. If a vintage date is shown on the label at all, an appellation of origin smaller than a country must also be shown. If an American or imported wine uses a State or county, or the foreign equivalent, as an appellation of origin, 85 percent of the grapes must be from that year; if a viticultural area or the foreign equivalent is used, the percentage is raised to 95 percent.

### ESTATE BOTTLED

"Estate Bottled" means that 100 percent of the wine came from grapes grown on land owned or controlled by the winery, which must be located in a viticultural area. The winery must crush and ferment the grapes and finish, age, and bottle the wine in a continuous process on their premises. The winery and the vineyard must be in the same viticultural area.

### APPELLATION OF ORIGIN

Appellation of origin is another name for the place in which the dominant grapes used in the wine were grown. It can be the name of a country, State, county or geographic region called a viticultural area, or their foreign equivalents.

A country, State, or county appellation or their foreign equivalent on the label means that at least 75 percent of the wine is produced from grapes grown in the place named.

### VITICULTURAL AREA

An American viticultural area is a defined grape-growing region in the U.S. with geographic features (such as soil and climate) that set it apart from the surrounding areas.

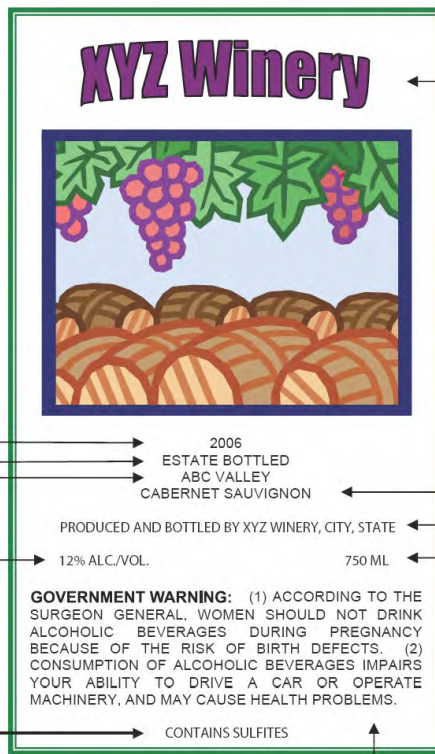
A viticultural area appellation on the label indicates that 85 percent or more of the wine was produced from grapes grown in the named area.

### ALCOHOL CONTENT

A statement of alcohol content in percent by volume appears on most labels. As an alternative, some bottlers may label wine with an alcohol content from 7 to 14 percent as "Table Wine" or "Light Wine."

### DECLARATION OF SULFITES

Required on any wine intended for interstate commerce that contains 10 or more parts per million of sulfur dioxide. Not required for wines only sold in intrastate commerce.



### BRAND NAME

The brand name is used to identify and market a wine. A brand name may not mislead the consumer about the age, identity, origin, or other characteristics of the wine.

### VARIETAL DESIGNATIONS

Varietal designations are the names of the dominant grapes used in the wine. Cabernet Sauvignon, Chardonnay, Zinfandel, and Merlot are examples of grape varieties. A varietal designation on the label requires an appellation of origin and means that at least 75 percent of the grapes used to make the wine are of that variety, and that the entire 75 percent were grown in the labeled appellation (except "Vitis labrusca" grapes, such as Concord, which require at least 51 percent).

### OTHER DESIGNATIONS

Wine labels are not required to bear a varietal designation. Other designations may be used to identify the wine, such as Red Wine, Rose Wine, White Wine, Table Wine (if no more than 14% alcohol by volume) or Dessert Wine (if over 14% alcohol by volume).

Some imported wines are designated with a distinctive name which is permissible only on specific wines from a particular place or region within the country of origin, for example, Asti Spumanti from Italy and Bordeaux from France.

### COUNTRY OF ORIGIN

Pursuant to regulations issued by U.S. Customs and Border Protection, a Country of Origin statement is required on containers of imported wines. Acceptable statements include "Product of (insert name of country)" or "Produced in (insert name of country)."

### NAME AND ADDRESS

The name and address of the bottler or importer must appear on the container. It is also permissible for a bottler/importer to use a duly authorized trade name in place of its usual operating name.

Domestic wines may have this statement further qualified with terms such as "Produced," meaning that not less than 75 percent of the wine was fermented at the stated address, or "Vinted," which means that the wine was subjected to cellar treatment at the stated address.

### NET CONTENTS

The net contents of a wine container must be stated in metric units of measure. Wine must be bottled in 50 ml, 100 ml, 187 ml, 375 ml, 500 ml, 750 ml, 1 L, 1.5 L, or 3 L sizes. Containers over 3 L must be bottled in quantities of even liters. No other sizes may be bottled.

### HEALTH WARNING STATEMENT

By law, this statement is required on all alcohol beverages containing 0.5 percent or more alcohol by volume.

**Generated on:**

This page was generated by TSDR on 2015-12-13 11:18:01 EST

Mark: JAFFE ESTATE

JAFFE ESTATE

**US Serial Number:** 77463718      **Application Filing Date:**  
May 01, 2008

**US Registration Number:** 3589381      **Registration Date:**  
Mar. 10, 2009

**Register:**  
Supplemental

**Mark Type:**  
Trademark

**Amended to Principal No Register:**      **Date Amended to Current Register:**  
Jan. 20, 2009

**Status:**  
A Section 8 declaration has been accepted.

**Status Date:**  
Sep. 12, 2014

---

### Mark Information

---

**Mark Literal Elements:**  
JAFFE ESTATE

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

---

### Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
WINE

**International Class(es):** 033 - Primary Class      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Sep. 26, 2007      **Use in Commerce:**  
Sep. 26, 2007

---

### Basis Information (Case Level)

---

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

---

## Current Owner(s) Information

---

**Owner Name:**

METAMORPHOSIS VINEYARDS, LLC

**Owner Address:**

1240 Spring Street  
St. Helena, CALIFORNIA 94574  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where  
Organized:**

CALIFORNIA

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** STANLEY W. SOKOLOFF

**Docket Number:**

003635.T003

**Correspondent**

**Correspondent  
Name/Address:**

METAMORPHOSIS VINEYARDS, LLC  
1240 Spring Street  
St. Helena, CALIFORNIA 94574  
UNITED STATES

**Phone:** 707-967-9146

**Correspondent e-mail:** [info@jaffeestate.com](mailto:info@jaffeestate.com) [betsy@jaffeestate.com](mailto:betsy@jaffeestate.com)

**Correspondent e-mail  
Authorized:**

Yes

**Domestic Representative - Not Found**

---

## Prosecution History

---

Date	Description	Proceeding Number
Sep. 12, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Sep. 12, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED	70132
Sep. 11, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
Aug. 29, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 29, 2014	TEAS SECTION 8 RECEIVED	
Mar. 10, 2009	REGISTERED-SUPPLEMENTAL REGISTER	
Feb. 05, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	67287
Feb. 05, 2009	ASSIGNED TO LIE	67287
Jan. 26, 2009	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Jan. 21, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 20, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 20, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 21, 2008	NON-FINAL ACTION MAILED	
Aug. 20, 2008	NON-FINAL ACTION WRITTEN	78373
Aug. 15, 2008	ASSIGNED TO EXAMINER	78373
May 06, 2008	NEW APPLICATION ENTERED IN TRAM	

---

## Maintenance Filings or Post Registration Information

---

**Affidavit of Continued  
Use:**

Section 8 - Accepted

---

## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** TMO LAW OFFICE 116

**Date in Location:**

Sep. 12, 2014



**Generated on:**

This page was generated by TSDR on 2015-12-13 11:19:08 EST

Mark: VINTAGE WINE ESTATES

VINTAGE WINE ESTATES

**US Serial Number:** 77531715  
Jul. 25, 2008  
**Application Filing Date:**

**US Registration Number:** 3681690  
Sep. 08, 2009  
**Registration Date:**

**Register:**  
Supplemental

**Mark Type:**  
Trademark, Service Mark

**Amended to Principal Register:** No  
Jul. 02, 2009  
**Date Amended to Current Register:**

**Status:**  
A Section 8 declaration has been accepted.

**Status Date:**  
Sep. 19, 2015

---

## Mark Information

---

**Mark Literal Elements:**  
VINTAGE WINE ESTATES

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Disclaimer:**  
"VINTAGE WINE"

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**

[Wine]  
**International Class(es):** 033 - Primary Class  
047, 049  
**U.S Class(es):**

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Jul. 01, 2009  
**Use in Commerce:**  
Jul. 01, 2009

---

**For:**

Retail store services, mail order catalog services and computerized online retail store services featuring wine and wine related products

**International Class(es):** 035 - Primary Class  
100, 101, 102  
**U.S Class(es):**

**Class Status:**  
ACTIVE

**Basis:**

1(a)

First Use: Jan. 01, 2009

Use in Commerce:

Jan. 01, 2009

---

### Basis Information (Case Level)

---

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

### Current Owner(s) Information

---

**Owner Name:**

VINTAGE WINE ESTATES, INC.

**Owner Address:**

205 Concourse Blvd  
Santa Rosa, CALIFORNIA UNITED STATES 95403

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:**

CALIFORNIA

---

### Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Angie Gregory

**Attorney Primary Email  
Address:** [angie.gregory@lrlico.com](mailto:angie.gregory@lrlico.com)

**Attorney Email  
Authorized:**

Yes

**Correspondent**

**Correspondent  
Name/Address:**

ANGIE GREGORY  
2416 E 37TH ST N  
WICHITA, KANSAS UNITED STATES 67219-3538

**Phone:** (316) 831-9958, ext. 1386

**Correspondent e-mail:** [angie.gregory@lrlico.com](mailto:angie.gregory@lrlico.com) [christi.keller@lrlico.com](mailto:christi.keller@lrlico.com)

**Correspondent e-mail  
Authorized:**

Yes

Domestic Representative - Not Found

---

### Prosecution History

---

Date	Description	Proceeding Number
Sep. 19, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Sep. 19, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED	66607
Sep. 19, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
Sep. 04, 2015	TEAS SECTION 8 RECEIVED	
Aug. 12, 2015	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Sep. 08, 2009	REGISTERED-SUPPLEMENTAL REGISTER	
Jul. 31, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Jul. 31, 2009	ASSIGNED TO LIE	68123
Jul. 23, 2009	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Jul. 23, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 23, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 23, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 23, 2009	EXAMINERS AMENDMENT -WRITTEN	82428
Jul. 15, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	

Jul. 13, 2009	USE AMENDMENT ACCEPTED	82428
Jul. 07, 2009	AMENDMENT TO USE PROCESSING COMPLETE	88889
Jul. 07, 2009	USE AMENDMENT FILED	88889
Jul. 06, 2009	TEAS AMENDMENT OF USE RECEIVED	
Jul. 02, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 02, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 02, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 02, 2009	PETITION TO REVIVE-GRANTED	88889
Jul. 02, 2009	TEAS PETITION TO REVIVE RECEIVED	
Jun. 08, 2009	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Jun. 08, 2009	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Nov. 10, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Nov. 10, 2008	NON-FINAL ACTION E-MAILED	6325
Nov. 10, 2008	NON-FINAL ACTION WRITTEN	82428
Nov. 04, 2008	ASSIGNED TO EXAMINER	82428
Jul. 29, 2008	NEW APPLICATION ENTERED IN TRAM	

---

### Maintenance Filings or Post Registration Information

---

**Affidavit of Continued Use:**

Section 8 - Accepted

---

### TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 104

Date in Location:

Sep. 19, 2015

---

### Assignment Abstract Of Title Information

---

**Summary**

Total Assignments: 3

Registrant:

VINTAGE WINE ESTATES, INC.

---

#### Assignment 1 of 3

---

Conveyance:

CHANGE OF NAME

Reel/Frame: [4016/0970](#)

Pages:

4

Date Recorded: Jul. 06, 2009

Supporting Documents:

[assignment-tm-4016-0970.pdf](#)

Assignor

Name: [WINDSOR RETAILING, INC.](#)

Execution Date:

Jan. 26, 2009

Legal Entity Type: CORPORATION

State or Country Where Organized:

CALIFORNIA

Assignee

Name:

[VINTAGE WINE ESTATES, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized:

CALIFORNIA

Address:

9600 BELL ROAD  
WINDSOR, CALIFORNIA 95492

Correspondent

Correspondent Name:

ANGIE GREGORY

**Correspondent Address:**

2416 E. 37TH ST. N.  
WICHITA, KS 67219

Domestic Representative - Not Found

**Assignment 2 of 3**

**Conveyance:**

SECURITY INTEREST

Reel/Frame: [5099/0720](#)

Pages:

12

Date Recorded: Aug. 28, 2013

**Supporting Documents:**

[assignment-tm-5099-0720.pdf](#)

**Assignor**

Name: [VINTAGE WINE ESTATES, INC.](#)

Execution Date:

Aug. 15, 2013

Legal Entity Type: CORPORATION

State or Country Where  
Organized:

CALIFORNIA

**Assignee**

Name:

[BANK OF THE WEST](#)

Legal Entity Type: CORPORATION

State or Country Where  
Organized:

CALIFORNIA

Address:

6873 NORTH WEST AVENUE, SUITE 102  
FRESNO, CALIFORNIA 93711

**Correspondent**

Correspondent Name:

PAULINE M. STEVENS, ESQ.

Correspondent Address:

515 SOUTH FIGUEROA STREET, 9TH FLOOR  
LOS ANGELES, CA 90071

Domestic Representative - Not Found

**Assignment 3 of 3**

**Conveyance:**

TRADEMARK SECURITY AGREEMENT

Reel/Frame: [5592/0555](#)

Pages:

15

Date Recorded: Aug. 04, 2015

**Supporting Documents:**

[assignment-tm-5592-0555.pdf](#)

**Assignor**

Name: [VINTAGE WINE ESTATES, INC.](#)

Execution Date:

Jul. 24, 2015

Legal Entity Type: CORPORATION

State or Country Where  
Organized:

CALIFORNIA

Name: [GROVE ACQUISITION, LLC](#)

Execution Date:

Jul. 24, 2015

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where  
Organized:

CALIFORNIA

Name: [GIRARD WINERY LLC](#)

Execution Date:

Jul. 24, 2015

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where  
Organized:

CALIFORNIA

Name: [MILDARA BLASS INC.](#)

Execution Date:

Jul. 24, 2015

Legal Entity Type: CORPORATION

State or Country Where  
Organized:

CALIFORNIA

Assignee

Name:

[JPMORGAN CHASE BANK, N.A.](#)

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where  
Organized:

UNITED STATES

Address:

3 PARK PLAZA, 9TH FLOOR  
IRVINE, CALIFORNIA 92714

Correspondent

Correspondent Name:

MORGAN, LEWIS & BOCKIUS LLP

Correspondent Address:

1111 PENNSYLVANIA AVENUE, NW  
WASHINGTON, DC 20004

Domestic Representative - Not Found

**Generated on:**

This page was generated by TSDR on 2015-12-13 11:18:32 EST

Mark: SONOMA ESTATE VINTNERS

SONOMA ESTATE VINTNERS

**US Serial Number:** 77657888      **Application Filing Date:**  
Jan. 27, 2009

**US Registration Number:** 3687807      **Registration Date:**  
Sep. 22, 2009

**Filed as TEAS Plus:** Yes      **Currently TEAS Plus:**  
Yes

**Register:**  
Supplemental

**Mark Type:**  
Trademark

**Amended to Principal Register:** No      **Date Amended to Current Register:**  
Aug. 10, 2009

**Status:**  
A Section 8 declaration has been accepted.

**Status Date:**  
Oct. 02, 2014

---

### Mark Information

---

**Mark Literal Elements:**  
SONOMA ESTATE VINTNERS

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Disclaimer:**  
"VINTNERS"

---

### Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Wine

**International Class(es):** 033 - Primary Class      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Nov. 20, 2008      **Use in Commerce:**  
Nov. 20, 2008

---

### Basis Information (Case Level)

---

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No

Filed 44D: No                                      Currently 44D: No                                      Amended 44D: No  
Filed 44E: No                                      Currently 44E: No                                      Amended 44E: No  
Filed 66A: No                                      Currently 66A: No  
Filed No Basis: No                                      Currently No Basis: No

---

### Current Owner(s) Information

---

**Owner Name:**  
SONOMA ESTATE VINTNERS, LLC  
**Owner Address:**  
980 AIRWAY COURT, UNIT D  
SANTA ROSA, CALIFORNIA UNITED STATES 95403  
**Legal Entity Type:** CORPORATION                                      **State or Country Where Organized:**  
MINNESOTA

---

### Attorney/Correspondence Information

---

**Attorney of Record**  
**Attorney Name:** Barry Strike  
**Attorney Primary Email Address:** [bstrike@beveragelaw.com](mailto:bstrike@beveragelaw.com)                                      **Attorney Email Authorized:**

No

**Correspondent**  
**Correspondent Name/Address:**  
SONOMA ESTATE VINTNERS, LLC  
980 AIRWAY COURT, UNIT D  
SANTA ROSA, CALIFORNIA UNITED STATES 95403  
**Phone:** 4152261400                                      **Fax:**  
4159705090  
**Correspondent e-mail:** [barry@strikeandtechel.com](mailto:barry@strikeandtechel.com) [maddie@strikeandtechel.com](mailto:maddie@strikeandtechel.com)                                      **Correspondent e-mail Authorized:**

Yes

Domestic Representative - Not Found

---

### Prosecution History

---

Date	Description	Proceeding Number
Oct. 02, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Oct. 02, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED	70132
Oct. 02, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
Sep. 30, 2014	TEAS SECTION 8 RECEIVED	
Sep. 30, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 23, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 27, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 30, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Oct. 30, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 22, 2009	REGISTERED-SUPPLEMENTAL REGISTER	
Aug. 20, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	71441
Aug. 20, 2009	ASSIGNED TO LIE	71441
Aug. 17, 2009	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Aug. 13, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 13, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Aug. 13, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Aug. 13, 2009	EXAMINERS AMENDMENT -WRITTEN	80801
Aug. 11, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 10, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 10, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 19, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 19, 2009	NON-FINAL ACTION E-MAILED	6325

Mar. 19, 2009 NON-FINAL ACTION WRITTEN  
Mar. 19, 2009 ASSIGNED TO EXAMINER  
Jan. 30, 2009 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM  
Jan. 30, 2009 NEW APPLICATION ENTERED IN TRAM

80801  
80801

## Maintenance Filings or Post Registration Information

Affidavit of Continued  
Use:

Section 8 - Accepted

## TM Staff and Location Information

TM Staff Information - None  
File Location

Current Location: TMEG LAW OFFICE 104

Date in Location:

Oct. 02, 2014

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant:

Adler Fels Winery, LLC

### Assignment 1 of 1

Conveyance:

CHANGE OF NAME

Reel/Frame: [5260/0127](#)

Pages:

7

Date Recorded: Apr. 14, 2014

Supporting Documents:

[assignment-tm-5260-0127.pdf](#)

### Assignor

Name: [ADLER FELS WINERY, LLC](#)

Execution Date:

Mar. 19, 2014

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where  
Organized:

MINNESOTA

### Assignee

Name:

[SONOMA ESTATE VINTNERS, LLC](#)

Legal Entity Type: CORPORATION

State or Country Where  
Organized:

MINNESOTA

Address:

980 AIRWAY COURT, UNIT D  
SANTA ROSA, CALIFORNIA 95403

### Correspondent

Correspondent Name:

BARRY STRIKE

Correspondent Address:

556 COMMERCIAL STREET  
SAN FRANCISCO, CA 94111

Domestic Representative - Not Found



**Generated on:**

This page was generated by TSDR on 2015-12-13 11:19:53 EST

**Mark:** FAMILY OWNED. ESTATE GROWN. SUSTAINABLY FARMED.

FAMILY OWNED ESTATE  
GROWN SUSTAINABLY FARMED

**US Serial Number:** 85175959  
Nov. 12, 2010  
**Application Filing Date:**

**US Registration Number:** 3924363  
Feb. 22, 2011  
**Registration Date:**

**Filed as TEAS Plus:** Yes  
Yes  
**Currently TEAS Plus:**

**Register:**  
Supplemental  
**Mark Type:**  
Trademark

**Amended to Principal Register:** No  
Jan. 07, 2011  
**Date Amended to Current Register:**

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Feb. 22, 2011

---

## Mark Information

---

**Mark Literal Elements:**  
FAMILY OWNED. ESTATE GROWN. SUSTAINABLY FARMED.

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Wine

**International Class(es):** 033 - Primary Class  
047, 049  
**U.S Class(es):**

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Jun. 04, 2009  
**Use in Commerce:**  
Jun. 04, 2009

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No

Filed 66A: No  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:**

Wente Bros.

**Owner Address:**

5565 Tesla Rd  
Livermore, CALIFORNIA UNITED STATES 94550

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:**

CALIFORNIA

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Jon Ishibashi

**Docket Number:**

Wente

**Attorney Primary Email  
Address:** [jishibashi@gpsllp.com](mailto:jishibashi@gpsllp.com)

**Attorney Email  
Authorized:**

No

**Correspondent**

**Correspondent  
Name/Address:**

JON ISHIBASHI  
GREENAN, PEPPER, SALLANDER & LALLY LLP  
6111 BOLLINGER CANYON RD STE 500  
SAN RAMON, CALIFORNIA UNITED STATES 94583-5285

**Phone:** 925-866-1000

**Fax:**

925-830-8787

**Correspondent e-mail:** [jishibashi@gpsllp.com](mailto:jishibashi@gpsllp.com)

**Correspondent e-mail  
Authorized:**

No

Domestic Representative - Not Found

---

## Prosecution History

---

Date	Description	Proceeding Number
Nov. 16, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Feb. 22, 2011	REGISTERED-SUPPLEMENTAL REGISTER	
Jan. 20, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	73787
Jan. 14, 2011	ASSIGNED TO LIE	73787
Jan. 07, 2011	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Jan. 07, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 07, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 07, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 07, 2011	EXAMINERS AMENDMENT -WRITTEN	70729
Jan. 04, 2011	ASSIGNED TO EXAMINER	70729
Nov. 17, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 16, 2010	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

TM Staff Information - None

File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:**

Feb. 22, 2011

---

## Assignment Abstract Of Title Information

---

Summary

Total Assignments: 1

Registrant:

Wente Bros.

---

Assignment 1 of 1

---

Conveyance:

FIRST AMENDED AND RESTATED GRANT OF SECURITY INTEREST IN TRADEMARKS

Reel/Frame: [4660/0653](#)

Pages:

7

Date Recorded: Nov. 14, 2011

Supporting Documents:

[assignment-tm-4660-0653.pdf](#)

Assignor

Name: [WENTE BROS.](#)

Execution Date:

Sep. 26, 2011

Legal Entity Type: CORPORATION

State or Country Where  
Organized:

CALIFORNIA

Assignee

Name:

[COMERICA BANK](#)

Legal Entity Type: A TEXAS BANKING CORPORATION

State or Country Where  
Organized:

TEXAS

Address:

39200 SIX MILE ROAD, MC7578  
LIVONIA, MICHIGAN 48152

Correspondent

Correspondent Name:

FARAH P. BHATTI, ESQ.

Correspondent Address:

18400 VON KARMAN AVENUE, SUITE 800  
IRVINE, CA 92612

Domestic Representative - Not Found

**Generated on:**

This page was generated by TSDR on 2015-12-13 11:20:58 EST

**Mark:** BAITING HOLLOW FARM VINEYARD

BAITING HOLLOW FARM  
VINEYARD

**US Serial Number:** 85741932  
Sep. 29, 2012

**Application Filing Date:**

**US Registration Number:** 4315112  
Apr. 02, 2013

**Registration Date:**

**Register:**

Supplemental

**Mark Type:**

Trademark, Service Mark

**Amended to Principal Register:** No

**Date Amended to Current Register:**

Jan. 29, 2013

**Status:**

Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**

Apr. 02, 2013

---

## Mark Information

---

**Mark Literal Elements:**

BAITING HOLLOW FARM VINEYARD

**Standard Character Claim:**

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**

4 - STANDARD CHARACTER MARK

**Disclaimer:**

"VINEYARD" IN CLASS 33

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**

Chocolate sauce; Cookies; Fruit jelly candy

**International Class(es):** 030 - Primary Class

**U.S Class(es):**

046

**Class Status:**

ACTIVE

**Basis:**

1(a)

**First Use:** Aug. 2012

**Use in Commerce:**

Aug. 2012

---

**For:**

Wine

**International Class(es):** 033 - Primary Class

**U.S Class(es):**

047, 049

**Class Status:**

ACTIVE

**Basis:**  
1(a)  
**First Use:** Aug. 2012  
**Use in Commerce:**  
Aug. 2012

**For:**  
On-line retail store services featuring wine, clothing, snacks, wine accessories, candies, dessert sauces and dessert toppings  
**International Class(es):** 035 - Primary Class  
**U.S Class(es):**  
100, 101, 102

**Class Status:**  
ACTIVE

**Basis:**  
1(a)  
**First Use:** Aug. 2012  
**Use in Commerce:**  
Aug. 2012

**For:**  
Entertainment services, namely, wine and food tastings  
**International Class(es):** 041 - Primary Class  
**U.S Class(es):**  
100, 101, 107

**Class Status:**  
ACTIVE

**Basis:**  
1(a)  
**First Use:** Aug. 2012  
**Use in Commerce:**  
Aug. 2012

### Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

### Current Owner(s) Information

**Owner Name:**  
Baiting Hollow Farm Vineyard, LLC  
**Owner Address:**  
P.O. BOX 245  
Baiting Hollow, NEW YORK 11933  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY  
**State or Country Where Organized:**  
NEW YORK

### Attorney/Correspondence Information

#### Attorney of Record

**Attorney Name:** Josh Gerben, Esq.  
**Attorney Primary Email Address:** [jgerben@gerbenlawfirm.com](mailto:jgerben@gerbenlawfirm.com)  
**Attorney Email Authorized:**  
No

#### Correspondent

**Correspondent Name/Address:**  
Josh Gerben, Esq.  
GERBEN LAW FIRM, PLLC  
1050 CONNECTICUT AVE NW FL 10

WASHINGTON, DISTRICT OF COLUMBIA 20036-5334  
UNITED STATES

Phone: 202-294-2287

Correspondent e-mail: [jgerben@gerbenlawfirm.com](mailto:jgerben@gerbenlawfirm.com)

Correspondent e-mail  
Authorized:

Yes

Domestic Representative - Not Found

---

## Prosecution History

---

Date	Description	Proceeding Number
Apr. 02, 2013	REGISTERED-SUPPLEMENTAL REGISTER	
Feb. 27, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Feb. 25, 2013	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Feb. 25, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 25, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 25, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 25, 2013	EXAMINERS AMENDMENT -WRITTEN	82414
Feb. 05, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	68552
Feb. 05, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	68552
Jan. 31, 2013	ASSIGNED TO LIE	68552
Jan. 29, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 29, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 29, 2013	NON-FINAL ACTION E-MAILED	6325
Jan. 29, 2013	NON-FINAL ACTION WRITTEN	82414
Jan. 29, 2013	ASSIGNED TO EXAMINER	82414
Nov. 09, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 04, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 03, 2012	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Apr. 02, 2013

**Generated on:**

This page was generated by TSDR on 2015-12-13 11:20:20 EST

Mark: KAIKOURA ESTATES

KAIKOURA ESTATES

**US Serial Number:** 85746757                      **Application Filing Date:**  
Oct. 05, 2012

**US Registration Number:** 4366235                      **Registration Date:**  
Jul. 09, 2013

**Register:**  
Supplemental

**Mark Type:**  
Trademark

**Amended to Principal No Register:**                      **Date Amended to Current Register:**  
May 15, 2013

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Jul. 09, 2013

---

## Mark Information

---

**Mark Literal Elements:**  
KAIKOURA ESTATES

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Wines

**International Class(es):** 033 - Primary Class                      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Apr. 2013                      **Use in Commerce:**  
Apr. 2013

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

---

## Current Owner(s) Information

---

**Owner Name:**

Pasternak Wine Imports, LLC

**Owner Address:**500 Mamaroneck Avenue  
Harrison, NEW YORK 10528  
UNITED STATES**Legal Entity Type:** LIMITED LIABILITY COMPANY**State or Country Where  
Organized:**NEW YORK

---

## Attorney/Correspondence Information

---

**Attorney of Record****Attorney Name:** Stephen R. Barrese**Docket Number:**

1366-57

**Correspondent****Correspondent  
Name/Address:**STEPHEN R. BARRESE  
DILWORTH & BARRESE, LLP.  
1000 WOODBURY RD STE 405  
WOODBURY, NEW YORK 11797-2511  
UNITED STATES**Phone:** 516-228-8484**Fax:**

516-228-8516

**Domestic Representative - Not Found**

---

## Prosecution History

---

Date	Description	Proceeding Number
Jul. 09, 2013	REGISTERED-SUPPLEMENTAL REGISTER	
Jun. 05, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
May 31, 2013	ASSIGNED TO LIE	68123
May 16, 2013	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE MAILED	
May 15, 2013	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
May 15, 2013	USE AMENDMENT ACCEPTED	76843
May 15, 2013	AMENDMENT TO USE PROCESSING COMPLETE	88889
May 15, 2013	USE AMENDMENT FILED	88889
May 14, 2013	TEAS AMENDMENT OF USE RECEIVED	
May 14, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 06, 2013	NON-FINAL ACTION MAILED	
Feb. 05, 2013	NON-FINAL ACTION WRITTEN	76843
Feb. 04, 2013	ASSIGNED TO EXAMINER	76843
Oct. 12, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 09, 2012	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

**TM Staff Information - None****File Location****Current Location:** PUBLICATION AND ISSUE SECTION**Date in Location:**

Jul. 09, 2013



**Generated on:**

This page was generated by TSDR on 2015-12-13 11:14:57 EST

Mark: LA FINCA MIAMI

LA FINCA MIAMI

**US Serial Number:** 86351103      **Application Filing Date:**  
Jul. 29, 2014

**US Registration Number:** 4729419      **Registration Date:**  
Apr. 28, 2015

**Filed as TEAS Plus:** Yes      **Currently TEAS Plus:**  
Yes

**Register:**  
Supplemental

**Mark Type:**  
Trademark

**Amended to Principal Register:** No      **Date Amended to Current Register:**  
Feb. 23, 2015

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Apr. 28, 2015

---

## Mark Information

---

**Mark Literal Elements:**  
LA FINCA MIAMI

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The English translation of "LA FINCA" in the mark is "THE FARM".

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Beer

**International Class(es):** 032 - Primary Class      **U.S Class(es):**  
045, 046, 048

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Feb. 19, 2015      **Use in Commerce:**  
Feb. 19, 2015

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No

Filed 44D: No                                      Currently 44D: No                                      Amended 44D: No  
Filed 44E: No                                      Currently 44E: No                                      Amended 44E: No  
Filed 66A: No                                      Currently 66A: No  
Filed No Basis: No                                      Currently No Basis: No

---

### Current Owner(s) Information

---

**Owner Name:**  
THE TANK, LLC  
**Owner Address:**  
201 ALHAMBRA CIRCLE  
SUITE 702  
CORAL GABLES, FLORIDA 33134  
UNITED STATES  
**Legal Entity Type:** LIMITED LIABILITY COMPANY                                      **State or Country Where Organized:**  
FLORIDA

---

### Attorney/Correspondence Information

---

**Attorney Name:** Stewart L Gitler                                      **Attorney of Record**  
**Docket Number:**  
WFG-6625  
**Attorney Primary Email Address:** [mail@iplawsolutions.com](mailto:mail@iplawsolutions.com)                                      **Attorney Email Authorized:**

Yes

**Correspondent Name/Address:**  
STEWART L GITLER  
WELSH FLAXMAN & GITLER LLC  
2000 DUKE ST STE 100  
ALEXANDRIA, VIRGINIA 22314-6101  
UNITED STATES  
**Phone:** 703-920-1122                                      **Fax:**  
703-920-3399  
**Correspondent e-mail:** [mail@iplawsolutions.com](mailto:mail@iplawsolutions.com)                                      **Correspondent e-mail Authorized:**  
[gitler@iplawsolutions.com](mailto:gitler@iplawsolutions.com)

Yes

Domestic Representative - Not Found

---

### Prosecution History

---

Date	Description	Proceeding Number
Apr. 28, 2015	REGISTERED-SUPPLEMENTAL REGISTER	
Mar. 23, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Mar. 23, 2015	ASSIGNED TO LIE	66121
Mar. 18, 2015	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 04, 2015	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Mar. 03, 2015	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Mar. 03, 2015	USE AMENDMENT ACCEPTED	77769
Feb. 24, 2015	AMENDMENT TO USE PROCESSING COMPLETE	88889
Feb. 24, 2015	USE AMENDMENT FILED	88889
Feb. 23, 2015	TEAS AMENDMENT OF USE RECEIVED	
Feb. 23, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 28, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 28, 2014	NON-FINAL ACTION E-MAILED	6325
Oct. 28, 2014	NON-FINAL ACTION WRITTEN	77769
Oct. 21, 2014	ASSIGNED TO EXAMINER	77769
Aug. 06, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 01, 2014	NEW APPLICATION ENTERED IN TRAM	

---

### TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Apr. 28, 2015

---

## Assignment Abstract Of Title Information

---

### Summary

Total Assignments: 1

Registrant:

THE TANK, LLC

---

### Assignment 1 of 1

---

#### Conveyance:

ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5477/0154](#)

Pages:

3

Date Recorded: Mar. 13, 2015

#### Supporting Documents:

[assignment-tm-5477-0154.pdf](#)

#### Assignor

Name: [FAMILY TOBACCO TRADERS, LLC](#)

Execution Date:

Mar. 13, 2015

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where  
Organized:

FLORIDA

#### Assignee

Name:

[THE TANK, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where  
Organized:

FLORIDA

#### Address:

201 ALHAMBRA CIRCLE  
SUITE 702  
CORAL GABLES, FLORIDA 33134

#### Correspondent

Correspondent Name:

STEWART GITLER

Correspondent Address:

2000 DUKE STREET  
SUITE 100  
ALEXANDRIA, VA 22314

Domestic Representative - Not Found

**Generated on:**

This page was generated by TSDR on 2015-12-11 16:49:49 EST

Mark: FINCA DEL CASTILLO

FINCA DEL CASTILLO

**US Serial Number:** 85627060      **Application Filing Date:**  
May 16, 2012

**US Registration Number:** 4320059      **Registration Date:**  
Apr. 16, 2013

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Apr. 16, 2013

**Publication Date:** Jan. 29, 2013

---

## Mark Information

---

**Mark Literal Elements:**  
FINCA DEL CASTILLO

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The English translation of "FINCA DEL CASTILLO" in the mark is "castle farm" or "castle estate".

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Wine

**International Class(es):** 033 - Primary Class      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Jan. 18, 2012      **Use in Commerce:**  
Jan. 18, 2012

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	

Filed No Basis: No

Currently No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:**

Kysela Pere et Fils, Ltd.

**Owner Address:**

331 Victory Road  
Winchester, VIRGINIA 22602  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:**

VIRGINIA

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Adrienne L. White

**Docket Number:**

000308-060

**Attorney Primary Email  
Address:** [adrienne@wrb-ip.com](mailto:adrienne@wrb-ip.com)

**Attorney Email  
Authorized:**

No

**Correspondent**

**Correspondent  
Name/Address:**

ADRIENNE L. WHITE  
WRB-IP LLP  
PO BOX 476  
WADSWORTH, OHIO 44282-0476  
UNITED STATES

**Phone:** 3303363932

**Fax:**

7032990036

**Correspondent e-mail:** [adrienne@wrb-ip.com](mailto:adrienne@wrb-ip.com)

**Correspondent e-mail  
Authorized:**

Yes

---

Domestic Representative - Not Found

## Prosecution History

---

Date	Description	Proceeding Number
Apr. 16, 2013	REGISTERED-PRINCIPAL REGISTER	
Jan. 29, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 29, 2013	PUBLISHED FOR OPPOSITION	
Jan. 09, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 22, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Dec. 17, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 26, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	70138
Nov. 26, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	70138
Nov. 21, 2012	ASSIGNED TO LIE	70138
Nov. 14, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 08, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 08, 2012	NON-FINAL ACTION E-MAILED	6325
Sep. 08, 2012	NON-FINAL ACTION WRITTEN	69940
Sep. 07, 2012	ASSIGNED TO EXAMINER	69940
May 22, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 19, 2012	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:**

Apr. 16, 2013

**Generated on:**

This page was generated by TSDR on 2015-12-11 16:57:56 EST

Mark: HERDADE DOS GROUS

HERDADE DOS GROUS

**US Serial Number:** 77052099  
Nov. 28, 2006

**Application Filing Date:**

**US Registration Number:** 3315751  
Oct. 23, 2007

**Registration Date:**

**Register:**

Principal

**Mark Type:**

Trademark

**Status:**

A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:**

Nov. 01, 2013

**Publication Date:** Aug. 07, 2007

---

## Mark Information

---

**Mark Literal Elements:**

HERDADE DOS GROUS

**Standard Character Claim:**

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**

4 - STANDARD CHARACTER MARK

**Translation:**

"The foreign wording HERDADE DOS GROUS translates into English as cranes farm."

---

## Foreign Information

---

**Foreign Registration Number:** 392119  
Jul. 13, 2006

**Foreign Registration Date:**

**Foreign Application/Registration Country:** PORTUGAL  
Jul. 13, 2016

**Foreign Expiration Date:**

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**

Alcoholic beverages, namely, wines, brandies, liqueurs and sparkling wines

**International Class(es):** 033 - Primary Class

**U.S Class(es):**

047, 049

**Class Status:**

ACTIVE

**Basis:**

44(e)

---

## Basis Information (Case Level)

---

**Filed Use:** No

**Currently Use:** No

**Amended Use:** No



May 23, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 23, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 03, 2007	NON-FINAL ACTION E-MAILED	6325
Apr. 03, 2007	NON-FINAL ACTION WRITTEN	74307
Mar. 26, 2007	ASSIGNED TO EXAMINER	74307
Dec. 01, 2006	NEW APPLICATION ENTERED IN TRAM	

---

### **Maintenance Filings or Post Registration Information**

---

**Affidavit of Continued  
Use:**

Section 8 - Accepted

**Affidavit of  
Incontestability:**

Section 15 - Accepted

---

### **TM Staff and Location Information**

---

**TM Staff Information - None  
File Location**

**Current Location:** TMEG LAW OFFICE 104

**Date in Location:**

Nov. 01, 2013



**Generated on:**

This page was generated by TSDR on 2015-12-11 16:57:15 EST

Mark: MAS CAVALLS

MAS CAVALLS

**US Serial Number:** 77159955      **Application Filing Date:**  
Apr. 18, 2007

**US Registration Number:** 3591939      **Registration Date:**  
Mar. 17, 2009

**Filed as TEAS Plus:** Yes      **Currently TEAS Plus:**  
No

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:**  
Aug. 08, 2014

**Publication Date:** Apr. 22, 2008      **Notice of Allowance Date:**  
Jul. 15, 2008

---

### Mark Information

---

**Mark Literal Elements:**  
MAS CAVALLS

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The English translation of "MAS CAVALLS" is HORSE FARM.

---

### Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:**  
Wines

**International Class(es):** 033 - Primary Class      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** May 2007      **Use in Commerce:**  
Oct. 2008

---

### Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No

Filed 44D: No                                      Currently 44D: No                                      Amended 44D: No  
 Filed 44E: No                                      Currently 44E: No                                      Amended 44E: No  
 Filed 66A: No                                      Currently 66A: No  
 Filed No Basis: No                                      Currently No Basis: No

## Current Owner(s) Information

**Owner Name:**  
 Marimar Torres Estate Corp.  
**Owner Address:**  
 11400 Graton Road  
 Sebastopol, CALIFORNIA 95472  
 UNITED STATES  
**Legal Entity Type:** CORPORATION                                      **State or Country Where Organized:**  
 CALIFORNIA

## Attorney/Correspondence Information

**Attorney Name:** Melville Owen                                      **Attorney of Record**  
**Docket Number:**  
 MARIT 00006  
**Attorney Primary Email Address:** [tmparalegal3@owe.com](mailto:tmparalegal3@owe.com)                                      **Attorney Email Authorized:**  
 Yes

**Correspondent Name/Address:**  
 Melville Owen  
 Owen, Wickersham & Erickson, P.C.  
 455 Market Street, Suite 1910  
 San Francisco, CALIFORNIA 94105-5408  
 UNITED STATES  
**Phone:** (415) 882-3200                                      **Fax:**  
 (415) 882-3232  
**Correspondent e-mail:** [tmparalegal3@owe.com](mailto:tmparalegal3@owe.com)                                      **Correspondent e-mail Authorized:**  
 Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Aug. 08, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Aug. 08, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75461
Aug. 07, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Jul. 22, 2014	TEAS SECTION 8 & 15 RECEIVED	
Mar. 17, 2009	REGISTERED-PRINCIPAL REGISTER	
Feb. 09, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	78413
Jan. 30, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 23, 2009	STATEMENT OF USE PROCESSING COMPLETE	76538
Jan. 07, 2009	USE AMENDMENT FILED	76538
Jan. 22, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Jan. 07, 2009	TEAS STATEMENT OF USE RECEIVED	
Jul. 15, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 22, 2008	PUBLISHED FOR OPPOSITION	
Apr. 02, 2008	NOTICE OF PUBLICATION	
Mar. 17, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	78413
Mar. 14, 2008	ASSIGNED TO LIE	78413
Feb. 22, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 04, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 01, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889

Feb. 01, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 08, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 08, 2007	NON-FINAL ACTION E-MAILED	6325
Aug. 08, 2007	NON-FINAL ACTION WRITTEN	76638
Aug. 07, 2007	REMOVED FROM TEAS PLUS	76638
Aug. 01, 2007	ASSIGNED TO EXAMINER	76638
Apr. 24, 2007	NEW APPLICATION ENTERED IN TRAM	

---

### Maintenance Filings or Post Registration Information

---

**Affidavit of Continued  
Use:**

Section 8 - Accepted

**Affidavit of  
Incontestability:**

Section 15 - Accepted

---

### TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 114

Date in Location:

Aug. 08, 2014

**Generated on:**

This page was generated by TSDR on 2015-12-11 16:56:41 EST

Mark: FINCA ALTORFER

FINCA ALTORFER

**US Serial Number:** 77271436      **Application Filing Date:**  
Sep. 04, 2007

**US Registration Number:** 3658741      **Registration Date:**  
Jul. 21, 2009

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:**  
Jun. 25, 2015

**Publication Date:** Feb. 26, 2008      **Notice of Allowance Date:**  
May 20, 2008

---

## Mark Information

---

**Mark Literal Elements:**  
FINCA ALTORFER

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The English translation of the word "FINCA" in the mark is farm.

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Wines

**International Class(es):** 033 - Primary Class      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Jan. 2008      **Use in Commerce:**  
Jan. 2008

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No

Filed 66A: No  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:**

Vinas Don Martin S.A.

**Owner Address:**

18th Floor  
Suipacha 1111  
Buenos Aires ARGENTINA C1008AAW

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:**

ARGENTINA

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Howard M. Gitten

**Docket Number:**

68908(302400

**Attorney Primary Email  
Address:** [trademark@lockelord.com](mailto:trademark@lockelord.com)

**Attorney Email  
Authorized:**

Yes

**Correspondent**

**Correspondent  
Name/Address:**

Howard M. Gitten  
Locke Lord LLP  
P.O. Box 130  
F.D.R. Station  
NEW YORK, NEW YORK UNITED STATES 10150

**Phone:** 561.833.7700

**Fax:**

617.227.4420

**Correspondent e-mail:** [trademark@lockelord.com](mailto:trademark@lockelord.com)

**Correspondent e-mail  
Authorized:**

Yes

**Domestic Representative - Not Found**

---

## Prosecution History

---

Date	Description	Proceeding Number
Jun. 25, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 25, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75461
Jun. 22, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Jun. 02, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 21, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 16, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Jun. 13, 2009	ASSIGNED TO LIE	77312
Jun. 11, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 19, 2009	STATEMENT OF USE PROCESSING COMPLETE	66154
May 14, 2009	USE AMENDMENT FILED	66154
May 14, 2009	TEAS STATEMENT OF USE RECEIVED	
Nov. 04, 2008	EXTENSION 1 GRANTED	66154
Nov. 03, 2008	EXTENSION 1 FILED	66154
Nov. 04, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Nov. 03, 2008	TEAS EXTENSION RECEIVED	
May 20, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 26, 2008	PUBLISHED FOR OPPOSITION	
Feb. 06, 2008	NOTICE OF PUBLICATION	
Jan. 23, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	78145
Jan. 23, 2008	ASSIGNED TO LIE	78145
Dec. 10, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 10, 2007	EXAMINER'S AMENDMENT ENTERED	88888

Dec. 10, 2007	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Dec. 10, 2007	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 10, 2007	EXAMINERS AMENDMENT -WRITTEN	78329
Dec. 10, 2007	ASSIGNED TO EXAMINER	78329
Sep. 07, 2007	NEW APPLICATION ENTERED IN TRAM	

---

### Maintenance Filings or Post Registration Information

---

Affidavit of Continued  
Use:

Section 8 - Accepted

Affidavit of  
Incontestability:

Section 15 - Accepted

---

### TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 117

Date in Location:

Jun. 25, 2015

**Generated on:**

This page was generated by TSDR on 2015-12-11 16:56:06 EST

Mark: FATTORIA DI TRAVALDA

FATTORIA DI TRAVALDA

**US Serial Number:** 77501910      **Application Filing Date:**  
Jun. 18, 2008

**US Registration Number:** 3740741      **Registration Date:**  
Jan. 19, 2010

**Filed as TEAS Plus:** Yes      **Currently TEAS Plus:**  
No

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Jan. 19, 2010

**Publication Date:** Nov. 25, 2008      **Notice of Allowance Date:**  
Feb. 17, 2009

---

## Mark Information

---

**Mark Literal Elements:**  
FATTORIA DI TRAVALDA

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The foreign wording in the mark translates into English as farm of Travalda.

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:**  
Wines

**International Class(es):** 033 - Primary Class      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Mar. 29, 2009      **Use in Commerce:**  
Mar. 29, 2009

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No





Oct. 08, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 08, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 26, 2008	REMOVED FROM TEAS PLUS	78434
Sep. 26, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 26, 2008	NON-FINAL ACTION E-MAILED	6325
Sep. 26, 2008	NON-FINAL ACTION WRITTEN	78434
Sep. 24, 2008	ASSIGNED TO EXAMINER	78434
Jun. 23, 2008	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Dec. 16, 2009

**Generated on:**

This page was generated by TSDR on 2015-12-11 16:55:36 EST

Mark: LA FERME DE SUZON

LA FERME DE SUZON

**US Serial Number:** 77603819                      **Application Filing Date:**  
Oct. 30, 2008

**US Registration Number:** 3729704                      **Registration Date:**  
Dec. 22, 2009

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Dec. 22, 2009

**Publication Date:** Mar. 10, 2009                      **Notice of Allowance Date:**  
Jun. 02, 2009

---

### Mark Information

---

**Mark Literal Elements:**  
LA FERME DE SUZON

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The foreign wording in the mark translates into English as "the farm of Suzon".

---

### Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Wines

**International Class(es):** 033 - Primary Class                      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Apr. 2009                      **Use in Commerce:**  
Apr. 2009

---

### Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No

Filed 66A: No  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

---

### Current Owner(s) Information

---

**Owner Name:**  
IMAGE DU SUD

**Owner Address:**  
Zac de Florette  
SAINTE CECILE LES VIGN 84290  
FRANCE

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where  
Organized:**

FRANCE

---

### Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Howard N. Aronson  
13781

**Docket Number:**

**Attorney Primary Email  
Address:** [TMEFS@LSLLP.COM](mailto:TMEFS@LSLLP.COM)

**Attorney Email  
Authorized:**

No

**Correspondent**

**Correspondent  
Name/Address:**  
HOWARD N. ARONSON  
LACKENBACH SIEGEL LLP  
1 CHASE RD  
SCARSDALE, NEW YORK 10583-4156  
UNITED STATES

**Phone:** 914-723-4300

**Fax:**

914-723-4301

**Correspondent e-mail:** [TMEFS@LSLLP.COM](mailto:TMEFS@LSLLP.COM)

**Correspondent e-mail  
Authorized:**

No

**Domestic Representative**

**Domestic Representative  
Name:** Howard N. Aronson  
914-723-4300

**Phone:**

**Fax:**

914-723-4301

**Domestic Representative  
e-mail:** [TMEFS@LSLLP.COM](mailto:TMEFS@LSLLP.COM)

**Domestic Representative  
e-mail Authorized:**

Yes

---

### Prosecution History

---

Date	Description	Proceeding Number
Dec. 22, 2009	REGISTERED-PRINCIPAL REGISTER	
Nov. 15, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	74215
Nov. 03, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 15, 2009	STATEMENT OF USE PROCESSING COMPLETE	66230
Sep. 29, 2009	USE AMENDMENT FILED	66230
Oct. 15, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Sep. 29, 2009	TEAS STATEMENT OF USE RECEIVED	
Jun. 02, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 10, 2009	PUBLISHED FOR OPPOSITION	
Feb. 18, 2009	NOTICE OF PUBLICATION	
Feb. 03, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	74215
Feb. 03, 2009	ASSIGNED TO LIE	74215
Jan. 21, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 14, 2009	ASSIGNED TO EXAMINER	82434

## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Nov. 15, 2009

**Generated on:**

This page was generated by TSDR on 2015-12-11 16:55:06 EST

Mark: ALTAS QUINTAS

ALTAS QUINTAS

**US Serial Number:** 77612549      **Application Filing Date:**  
Nov. 12, 2008

**US Registration Number:** 3642816      **Registration Date:**  
Jun. 23, 2009

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Jun. 23, 2009

**Publication Date:** Apr. 07, 2009

---

### Mark Information

---

**Mark Literal Elements:**  
ALTAS QUINTAS

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The foreign wording in the mark translates into English as HIGH FARMS.

---

### Foreign Information

---

**Foreign Registration Number:** 377468      **Foreign Registration Date:**  
Nov. 04, 2004

**Foreign Application/Registration Country:** PORTUGAL      **Foreign Expiration Date:**  
Nov. 04, 2014

---

### Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Wines

**International Class(es):** 033 - Primary Class      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
44(e)

---

### Basis Information (Case Level)

---

Filed Use: No

Currently Use: No

Amended Use: No



## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Jun. 23, 2009

**Generated on:**

This page was generated by TSDR on 2015-12-11 16:51:22 EST

Mark: CASCINA DELLE ROSE



**US Serial Number:** 79156425

**Application Filing Date:**

Sep. 02, 2014

**US Registration Number:** 4797383

**Registration Date:**

Aug. 25, 2015

**Register:**

Principal

**Mark Type:**

Trademark

**Status:**

Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**

Aug. 25, 2015

**Publication Date:** Jun. 09, 2015

---

## Mark Information

---

**Mark Literal Elements:**

CASCINA DELLE ROSE

**Standard Character Claim:**

No

**Mark Drawing Type:**

3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:**

The trademark consists of the words "Cascina delle Rose", with a curvilinear arrangement; underneath there is a dog and a bird in flight; on the dog there is a cat.

**Color(s) Claimed:**

Color is not claimed as a feature of the mark.

**Translation:**

The English translation of "Cacina delle rose" in the mark is "farm of roses".

**Design Search Code(s):**

03.01.04 - Kittens; Cats, domestic Cats

03.01.08 - Puppies; Dogs

03.15.19 - Birds or bats in flight or with outspread wings

03.15.25 - Ravens; Robins; Pigeons; Other birds; Doves; Woodpeckers; Cardinals; Crows

---

## Related Properties Information

---

**International Registration  
Number:**

1226473

**International Registration  
Date:**

Sep. 02, 2014

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:



- Brackets [...] indicate deleted goods/services;
- Double parenthesis (...) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**

Alcoholic beverages, namely, wines, brandy and grappa

**International Class(es):** 033 - Primary Class

**U.S Class(es):**

047, 049

**Class Status:**

ACTIVE

**Basis:**

66(a)

---

### Basis Information (Case Level)

---

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: Yes	Currently 66A: Yes	
Filed No Basis: No	Currently No Basis: No	

---

### Current Owner(s) Information

---

**Owner Name:**

Azienda Agricola e Agrituristica Cascina delle Rose di Rizzolio Giovanna

**Owner Address:**

Strada Rio Sordo, n. 58  
I-12050 BARBARESCO (CN)  
ITALY

**Legal Entity Type:** Entreprise individuelle

**State or Country Where Organized:**

ITALY

---

### Attorney/Correspondence Information

---

Attorney of Record - None  
Correspondent

**Correspondent Name/Address:**

Ing. GHEZZI Roberto  
Strada Bria, 95/A  
I-12042 BRA (CN)  
ITALY

Domestic Representative - Not Found

---

### Prosecution History

---

Date	Description	Proceeding Number
Nov. 25, 2015	FINAL DISPOSITION NOTICE CREATED, TO BE SENT TO IB	
Aug. 25, 2015	REGISTERED-PRINCIPAL REGISTER	
Jun. 09, 2015	PUBLISHED FOR OPPOSITION	
May 20, 2015	NOTICE OF PUBLICATION	
May 06, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
May 05, 2015	ASSIGNED TO LIE	68171
Apr. 13, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 07, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 07, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 07, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 04, 2015	REFUSAL PROCESSED BY IB	
Dec. 20, 2014	APPLICATION FILING RECEIPT MAILED	
Dec. 18, 2014	NON-FINAL ACTION MAILED - REFUSAL SENT TO IB	
Dec. 18, 2014	REFUSAL PROCESSED BY MPU	67445

Dec. 17, 2014	NON-FINAL ACTION (IB REFUSAL) PREPARED FOR REVIEW	
Dec. 16, 2014	NON-FINAL ACTION WRITTEN	73372
Dec. 16, 2014	ASSIGNED TO EXAMINER	73372
Dec. 16, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 13, 2014	LIMITATION FROM ORIGINAL APPLICATION ENTERED	70527
Dec. 11, 2014	SN ASSIGNED FOR SECT 66A APPL FROM IB	

---

### International Registration Information (Section 66a)

---

International Registration Number:	1226473	International Registration Date:	
Sep. 02, 2014			
Intl. Registration Status:	REQUEST FOR EXTENSION OF PROTECTION PROCESSED	Date of International Registration Status:	
Dec. 11, 2014			
Notification of Designation Date:	Dec. 11, 2014	Date of Automatic Protection:	
Jun. 11, 2016			
International Registration Renewal Date:			
Sep. 02, 2024			
First Refusal Flag:	Yes		

---

### TM Staff and Location Information

---

TM Staff Information - None		
	File Location	
Current Location:	PUBLICATION AND ISSUE SECTION	Date in Location:
Aug. 25, 2015		

**Generated on:**

This page was generated by TSDR on 2015-12-11 16:50:31 EST

Mark: FINCA LOS PRIMOS

FINCA LOS PRIMOS

**US Serial Number:** 85220604  
Jan. 19, 2011  
**Application Filing Date:**

**US Registration Number:** 4012027  
Aug. 16, 2011  
**Registration Date:**

**Filed as TEAS Plus:** Yes  
Yes  
**Currently TEAS Plus:**

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Aug. 16, 2011

**Publication Date:** May 31, 2011

---

## Mark Information

---

**Mark Literal Elements:**  
FINCA LOS PRIMOS

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The English translation of "FINCA LOS PRIMOS" in the mark is "THE COUSINS FARM".

---

## Foreign Information

---

**Foreign Registration Number:** 2324438  
Nov. 25, 2009  
**Foreign Registration Date:**

**Foreign Application/Registration Country:** ARGENTINA  
Nov. 25, 2019  
**Foreign Expiration Date:**

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Wine

**International Class(es):** 033 - Primary Class  
047, 049  
**U.S Class(es):**

**Class Status:**  
ACTIVE

**Basis:**  
44(e)

---

## Basis Information (Case Level)

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: Yes	Currently 44E: Yes	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

### Current Owner(s) Information

---

**Owner Name:**  
Valentin Bianchi S.A.C.I.F.

**Owner Address:**  
Torres 500, (5600) San Rafael  
Province of Mendoza ARGENTINA

**Legal Entity Type:** s.a.c.i.f. **State or Country Where Organized:**

ARGENTINA

---

### Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Peter Ludwig **Docket Number:**  
28897-000500

**Attorney Primary Email Address:** [tmdoctc@fr.com](mailto:tmdoctc@fr.com) **Attorney Email Authorized:**

No

**Correspondent**

**Correspondent Name/Address:**  
PETER LUDWIG  
FISH & RICHARDSON P.C.  
PO BOX 1022  
MINNEAPOLIS, MINNESOTA UNITED STATES 55440-1022

**Phone:** (212) 765-5070 **Fax:**  
(877) 769-7945

**Correspondent e-mail:** [tmdoctc@fr.com](mailto:tmdoctc@fr.com) **Correspondent e-mail Authorized:**

No

**Domestic Representative**

**Domestic Representative Name:** Peter Ludwig **Phone:**  
**Name:** (212) 765-5070

**Fax:**  
(877) 769-7945

**Domestic Representative e-mail:** [tmdoctc@fr.com](mailto:tmdoctc@fr.com) **Domestic Representative e-mail Authorized:**

Yes

---

### Prosecution History

---

Date	Description	Proceeding Number
Aug. 16, 2011	REGISTERED-PRINCIPAL REGISTER	
May 31, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 31, 2011	PUBLISHED FOR OPPOSITION	
Apr. 13, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 13, 2011	ASSIGNED TO EXAMINER	62520
Jan. 24, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 22, 2011	NEW APPLICATION ENTERED IN TRAM	

---

### TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Aug. 16, 2011

**Generated on:**

This page was generated by TSDR on 2015-12-13 11:14:33 EST

Mark: LA FINCA FLORIDA

LA FINCA FLORIDA

**US Serial Number:** 86351109      **Application Filing Date:**  
Jul. 29, 2014

**US Registration Number:** 4729420      **Registration Date:**  
Apr. 28, 2015

**Filed as TEAS Plus:** Yes      **Currently TEAS Plus:**  
Yes

**Register:**  
Supplemental

**Mark Type:**  
Trademark

**Amended to Principal Register:** No      **Date Amended to Current Register:**  
Feb. 23, 2015

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Apr. 28, 2015

---

## Mark Information

---

**Mark Literal Elements:**  
LA FINCA FLORIDA

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The English translation of "LA FINCA" in the mark is "THE FARM".

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Beer

**International Class(es):** 032 - Primary Class      **U.S Class(es):**  
045, 046, 048

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Feb. 19, 2015      **Use in Commerce:**  
Feb. 19, 2015

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No

Filed 44D: No                      Currently 44D: No                      Amended 44D: No  
Filed 44E: No                      Currently 44E: No                      Amended 44E: No  
Filed 66A: No                      Currently 66A: No  
Filed No Basis: No                      Currently No Basis: No

---

### Current Owner(s) Information

---

**Owner Name:**  
THE TANK, LLC  
**Owner Address:**  
201 ALHAMBRA CIRCLE  
SUITE 702  
CORAL GABLES, FLORIDA UNITED STATES 33134  
**Legal Entity Type:** LIMITED LIABILITY COMPANY                      **State or Country Where Organized:**  
FLORIDA

---

### Attorney/Correspondence Information

---

**Attorney of Record**  
**Attorney Name:** Stewart L Gitler                      **Docket Number:**  
WFG-6626  
**Attorney Primary Email Address:** [mail@iplawsolutions.com](mailto:mail@iplawsolutions.com)                      **Attorney Email Authorized:**  
Yes  
**Correspondent**  
**Correspondent Name/Address:**  
STEWART L GITLER  
WELSH FLAXMAN & GITLER LLC  
2000 DUKE ST STE 100  
ALEXANDRIA, VIRGINIA UNITED STATES 22314-6101  
**Phone:** 703-920-1122                      **Fax:**  
703-920-3399  
**Correspondent e-mail:** [mail@iplawsolutions.com](mailto:mail@iplawsolutions.com)                      **Correspondent e-mail Authorized:**  
[gitler@iplawsolutions.com](mailto:gitler@iplawsolutions.com)  
Yes  
**Domestic Representative - Not Found**

---

### Prosecution History

---

Date	Description	Proceeding Number
Apr. 28, 2015	REGISTERED-SUPPLEMENTAL REGISTER	
Mar. 23, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Mar. 23, 2015	ASSIGNED TO LIE	66121
Mar. 18, 2015	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 04, 2015	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Mar. 03, 2015	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Mar. 03, 2015	USE AMENDMENT ACCEPTED	77769
Feb. 24, 2015	AMENDMENT TO USE PROCESSING COMPLETE	88889
Feb. 24, 2015	USE AMENDMENT FILED	88889
Feb. 23, 2015	TEAS AMENDMENT OF USE RECEIVED	
Feb. 23, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 28, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 28, 2014	NON-FINAL ACTION E-MAILED	6325
Oct. 28, 2014	NON-FINAL ACTION WRITTEN	77769
Oct. 21, 2014	ASSIGNED TO EXAMINER	77769
Aug. 06, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 01, 2014	NEW APPLICATION ENTERED IN TRAM	

---

### TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Apr. 28, 2015

---

## Assignment Abstract Of Title Information

---

### Summary

Total Assignments: 1

Registrant:

THE TANK, LLC

---

### Assignment 1 of 1

---

**Conveyance:**

ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5477/0154](#)

Pages:

3

Date Recorded: Mar. 13, 2015

**Supporting Documents:**

[assignment-tm-5477-0154.pdf](#)

**Assignor**

Name: [FAMILY TOBACCO TRADERS, LLC](#)

Execution Date:

Mar. 13, 2015

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where  
Organized:

FLORIDA

**Assignee**

Name:

[THE TANK, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where  
Organized:

FLORIDA

**Address:**

201 ALHAMBRA CIRCLE  
SUITE 702  
CORAL GABLES, FLORIDA 33134

**Correspondent**

**Correspondent Name:**

STEWART GITLER

**Correspondent Address:**

2000 DUKE STREET  
SUITE 100  
ALEXANDRIA, VA 22314

Domestic Representative - Not Found



**Generated on:**

This page was generated by TSDR on 2015-12-11 16:52:09 EST

Mark: ANTICA CASCINA

**ANTICA CASCINA**

**US Serial Number:** 79136766

**Application Filing Date:**

Jul. 31, 2013

**US Registration Number:** 4622923

**Registration Date:**

Oct. 21, 2014

**Register:**

Principal

**Mark Type:**

Trademark

**Status:**

Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**

Oct. 21, 2014

**Publication Date:** Aug. 05, 2014

---

## Mark Information

---

**Mark Literal Elements:**

ANTICA CASCINA

**Standard Character Claim:**

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**

4 - STANDARD CHARACTER MARK

**Translation:**

The English translation of the words "ANTICA CASCINA" in the mark is "ANCIENT FARM".

---

## Related Properties Information

---

**International Registration Number:**

1177224

**International Registration Date:**

Jul. 31, 2013

**Claimed Ownership of US Registrations:**

3520897

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**

Alcoholic beverages except beers, namely, wines, sparkling wines, distilled spirits, liqueurs, alcopops, prepared cocktails on basis of the aforementioned goods

**International Class(es):** 033 - Primary Class

**U.S Class(es):**

047, 049

**Class Status:**

ACTIVE

**Basis:**

66(a)

---

## Basis Information (Case Level)

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: Yes	Currently 66A: Yes	
Filed No Basis: No	Currently No Basis: No	

---

### Current Owner(s) Information

---

**Owner Name:**

Lidl Stiftung & Co. KG

**Owner Address:**

Stiftsbergstr. 1  
74167 Neckarsulm  
GERMANY

**Legal Entity Type:** Kommanditgesellschaft

**State or Country Where  
Organized:**

GERMANY

---

### Attorney/Correspondence Information

---

Attorney of Record - None  
Correspondent

**Correspondent  
Name/Address:**

HANSMANN & VOGESER  
Albert-Roßhaupter-Str. 65  
81369 München GERMANY

Domestic Representative - Not Found

---

### Prosecution History

---

Date	Description	Proceeding Number
Sep. 10, 2015	NEW REPRESENTATIVE AT IB RECEIVED	
May 31, 2015	NEW REPRESENTATIVE AT IB RECEIVED	
Apr. 03, 2015	FINAL DECISION TRANSACTION PROCESSED BY IB	
Mar. 18, 2015	FINAL DISPOSITION NOTICE SENT TO IB	
Mar. 18, 2015	FINAL DISPOSITION PROCESSED	76826
Feb. 06, 2015	NEW REPRESENTATIVE AT IB RECEIVED	
Jan. 21, 2015	FINAL DISPOSITION NOTICE CREATED, TO BE SENT TO IB	
Oct. 21, 2014	REGISTERED-PRINCIPAL REGISTER	
Aug. 05, 2014	PUBLISHED FOR OPPOSITION	
Aug. 01, 2014	NOTIFICATION PROCESSED BY IB	
Jul. 16, 2014	NOTIFICATION OF POSSIBLE OPPOSITION SENT TO IB	
Jul. 16, 2014	NOTICE OF START OF OPPOSITION PERIOD CREATED, TO BE SENT TO IB	
Jul. 16, 2014	NOTICE OF PUBLICATION	
Jul. 02, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Jul. 02, 2014	ASSIGNED TO LIE	70468
Jun. 16, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 22, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 21, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 21, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 15, 2013	REFUSAL PROCESSED BY IB	
Nov. 22, 2013	NON-FINAL ACTION MAILED - REFUSAL SENT TO IB	
Nov. 22, 2013	REFUSAL PROCESSED BY MPU	76826
Nov. 19, 2013	NON-FINAL ACTION (IB REFUSAL) PREPARED FOR REVIEW	
Nov. 18, 2013	NON-FINAL ACTION WRITTEN	90294
Nov. 15, 2013	ASSIGNED TO EXAMINER	90294
Oct. 22, 2013	APPLICATION FILING RECEIPT MAILED	
Oct. 16, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 15, 2013	LIMITATION FROM ORIGINAL APPLICATION ENTERED	72629

Oct. 10, 2013 SN ASSIGNED FOR SECT 66A APPL FROM IB

---

## International Registration Information (Section 66a)

---

International Registration Number:	1177224	International Registration Date:	
Priority Claimed Flag:	Yes	Date of Section 67 Priority Claim:	
Intl. Registration Status:	REQUEST FOR EXTENSION OF PROTECTION PROCESSED	Date of International Registration Status:	
Notification of Designation Date:	Oct. 10, 2013	Date of Automatic Protection:	
International Registration Renewal Date:			
First Refusal Flag:	Yes		

---

## TM Staff and Location Information

---

TM Staff Information - None		
File Location:		
Current Location:	PUBLICATION AND ISSUE SECTION	Date in Location:

**Generated on:**

This page was generated by TSDR on 2015-12-11 16:48:54 EST

Mark: Q DA QUINTA



**US Serial Number:** 85809592

**Application Filing Date:**

Dec. 21, 2012

**Register:**

Principal

**Mark Type:**

Trademark

**Status:**

Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.

**Status Date:**

Sep. 22, 2015

**Publication Date:** Dec. 17, 2013

**Notice of Allowance Date:**

Sep. 22, 2015

---

## Mark Information

---

**Mark Literal Elements:**

Q DA QUINTA

**Standard Character Claim:**

No

**Mark Drawing Type:**

5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

**Description of Mark:**

The mark consists of a stylized "Q" above the words "DA QUINTA".

**Color(s) Claimed:**

Color is not claimed as a feature of the mark.

**Translation:**

The English translation of "DA QUINTA" in the mark is "FROM THE FARM".

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:**

Alcoholic beverages except beers, wines, and wine-based beverages; cachaça; distilled spirits except for wine-based beverages; caipirinha; liqueurs except for wine based beverages; Alcoholic mixed beverages except beers, wines, and wine-based beverages

**International Class(es):** 033 - Primary Class

**U.S Class(es):**

047, 049

**Class Status:**

ACTIVE

**Basis:**

1(b)

---

## Basis Information (Case Level)

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: Yes	Currently ITU: Yes	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

### Current Owner(s) Information

**Owner Name:**  
Fazenda da Quinta Agronegócios Ltda.

**Owner Address:**  
Carmo  
Terceiro Distrito  
Rio de Janeiro - RJ BRAZIL 28640-000

**Legal Entity Type:** limited liability company      **State or Country Where Organized:**  
BRAZIL

### Attorney/Correspondence Information

**Attorney of Record**

**Attorney Name:** Jonathan A. Hyman      **Docket Number:**  
BHERIN2.002T

**Attorney Primary Email Address:** [efiling@knobbe.com](mailto:efiling@knobbe.com)      **Attorney Email Authorized:**

Yes

**Correspondent**

**Correspondent Name/Address:**  
JONATHAN A HYMAN  
KNOBBE MARTENS OLSON & BEAR LLP  
2040 MAIN ST FL 14  
IRVINE, CALIFORNIA UNITED STATES 92614-8214

**Phone:** 310-551-3450      **Fax:**  
949-760-9502

**Correspondent e-mail:** [efiling@knobbe.com](mailto:efiling@knobbe.com) [Jonathan.Hyman@knobbe.com](mailto:Jonathan.Hyman@knobbe.com)      **Correspondent e-mail Authorized:**

Yes

**Domestic Representative - Not Found**

### Prosecution History

Date	Description	Proceeding Number
Sep. 22, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 08, 2015	TTAB RELEASE CASE TO TRADEMARKS	215944
Aug. 08, 2015	OPPOSITION TERMINATED NO. 999999	215944
Aug. 08, 2015	OPPOSITION DISMISSED NO. 999999	215944
Apr. 17, 2014	OPPOSITION INSTITUTED NO. 999999	215944
Jan. 10, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Dec. 17, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 17, 2013	PUBLISHED FOR OPPOSITION	
Nov. 27, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 12, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	70629
Nov. 04, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 31, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 31, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 31, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 31, 2013	EXAMINERS AMENDMENT -WRITTEN	89012
Oct. 29, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 28, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889

Oct. 28, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 26, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Apr. 26, 2013	NON-FINAL ACTION E-MAILED	6325
Apr. 26, 2013	NON-FINAL ACTION WRITTEN	89012
Apr. 10, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 10, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Apr. 10, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Apr. 10, 2013	EXAMINERS AMENDMENT -WRITTEN	89012
Apr. 09, 2013	ASSIGNED TO EXAMINER	89012
Mar. 07, 2013	APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED	70629
Feb. 27, 2013	ASSIGNED TO LIE	70629
Feb. 26, 2013	TEAS VOLUNTARY AMENDMENT RECEIVED	
Jan. 09, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 25, 2012	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

### TM Staff Information

**TM Attorney:** SPARER, ZACHARY R

**Law Office Assigned:**

LAW OFFICE 101

### File Location

**Current Location:** INTENT TO USE SECTION

**Date in Location:**

Sep. 22, 2015

---

## Proceedings

---

### Summary

**Number of Proceedings:**

2

---

### Type of Proceeding: Opposition

---

**Proceeding Number:** [91215944](#)

**Filing Date:**

Apr 16, 2014

**Status:** Terminated

**Status Date:**

Aug 08, 2015

**Interlocutory Attorney:** ELIZABETH A DUNN

### Defendant

**Name:**

Fazenda da Quinta Agronegócios Ltda.

**Correspondent Address:**

JONATHAN A HYMAN  
KNOBBE MARTENS OLSON & BEAR LLP  
2040 MAIN ST FL 14  
IRVINE CA UNITED STATES , 92614-8214

**Correspondent e-mail:**

[efiling@knobbe.com](mailto:efiling@knobbe.com) , [Jonathan.Hyman@knobbe.com](mailto:Jonathan.Hyman@knobbe.com)

### Associated marks

**Mark**

**Application Status**

**Serial  
Number**

**Registration  
Number**

Q DA QUINTA

Notice of Allowance - Issued

[85809592](#)

**Plaintiff(s)**

**Name:**

Quintessential Brands, S.A.

**Correspondent Address:**

RACHEL BLUE  
MCAFEE & TAFT  
1717 S BOULDER, SUITE 900  
TULSA OK UNITED STATES , 74119

**Correspondent e-mail:**

[rachel.blue@mcafeetaft.com](mailto:rachel.blue@mcafeetaft.com) , [jessica.johnbowman@mcafeetaft.com](mailto:jessica.johnbowman@mcafeetaft.com) , [diane.goswick@mcafeetaft.com](mailto:diane.goswick@mcafeetaft.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
Q QUINTESSENTIAL	Section 8 and 15 - Accepted and Acknowledged	<a href="#">78707115</a>	<a href="#">3224142</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 16, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 17, 2014	May 27, 2014
3	PENDING, INSTITUTED	Apr 17, 2014	
4	P MOT TO AMEND PLEADING/AMENDED PLEADING	Apr 17, 2014	
5	TRIAL DATES RESET	May 05, 2014	
6	D MOT FOR EXT W/ CONSENT	May 28, 2014	
7	EXTENSION OF TIME GRANTED	May 28, 2014	
8	D MOT FOR EXT W/ CONSENT	Jun 24, 2014	
9	EXTENSION OF TIME GRANTED	Jun 24, 2014	
10	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jul 21, 2014	
11	SUSPENDED	Jul 21, 2014	
12	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Aug 27, 2014	
13	SUSPENDED	Aug 28, 2014	
14	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 26, 2014	
15	SUSPENDED	Sep 26, 2014	
16	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Oct 22, 2014	
17	SUSPENDED	Oct 22, 2014	
18	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 16, 2014	
19	SUSPENDED	Dec 16, 2014	
20	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 25, 2015	
21	SUSPENDED	Mar 25, 2015	
22	ANSWER	May 26, 2015	
23	P MOT FOR EXT W/ CONSENT	Jun 26, 2015	
24	EXTENSION OF TIME GRANTED	Jun 26, 2015	
25	W/DRAW OF OPPOSITION	Jul 27, 2015	
26	BD DECISION: DISMISSED W/ PREJ	Aug 08, 2015	
27	TERMINATED	Aug 08, 2015	

**Type of Proceeding: Extension of Time**

<b>Proceeding Number:</b> <a href="#">85809592</a>	<b>Filing Date:</b>
Jan 10, 2014	
<b>Status:</b> Terminated	<b>Status Date:</b>
Apr 17, 2014	
<b>Interlocutory Attorney:</b>	

Defendant
<b>Name:</b>
Fazenda da Quinta Agronegócios Ltda.
<b>Correspondent Address:</b>
JONATHAN A. HYMAN KNOBBE, MARTENS, OLSON & BEAR, LLP 2040 MAIN ST FL 14 IRVINE CA , 92614-8214

Associated marks			
Mark	Application Status	Serial Number	Registration Number
Q DA QUINTA	Notice of Allowance - Issued	<a href="#">85809592</a>	

Potential Opposer(s)
<b>Name:</b>
Quintessential Brands, S.A.
<b>Correspondent Address:</b>
Rachel Blue McAfee & Taft 1717 S. BoulderSuite 900 Tulsa OK UNITED STATES , 74119
<b>Correspondent e-mail:</b>
<a href="mailto:rachel.blue@mcafeetaft.com">rachel.blue@mcafeetaft.com</a> , <a href="mailto:diane.goswick@mcafeetaft.com">diane.goswick@mcafeetaft.com</a>

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
<b>Prosecution History</b>			
Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Jan 10, 2014	
2	EXTENSION OF TIME GRANTED	Jan 10, 2014	



**Generated on:**

This page was generated by TSDR on 2015-12-11 16:52:58 EST

Mark: MAS MACIÁ

**MAS MACIÁ**

**US Serial Number:** 79090344  
Nov. 22, 2010

**Application Filing Date:**

**US Registration Number:** 4000668  
Jul. 26, 2011

**Registration Date:**

**Register:**

Principal

**Mark Type:**

Trademark

**Status:**

Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**

Jul. 26, 2011

**Publication Date:** May 10, 2011

---

## Mark Information

---

**Mark Literal Elements:**

MAS MACIÁ

**Standard Character Claim:**

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**

4 - STANDARD CHARACTER MARK

**Translation:**

The English translation of "MAS MACIÁ" in the mark is "farm of MACIÁ".

---

## Related Properties Information

---

**International Registration  
Number:**

1059488

**International Registration  
Date:**

Nov. 22, 2010

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**

Meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, marmalade, compotes; eggs, milk and milk products excluding ice cream, ice milk and frozen yogurt; edible oils and fats

**International Class(es):** 029 - Primary Class

**U.S Class(es):**

046

**Class Status:**

ACTIVE

**Basis:**

66(a)

---

**For:**

Cava wines; sparkling and non sparkling wines; alcoholic beverages, except beer

**International Class(es):** 033 - Primary Class

**U.S Class(es):**

047, 049

**Class Status:**

ACTIVE

**Basis:**

66(a)

---

### Basis Information (Case Level)

---

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: Yes	Currently 66A: Yes	
Filed No Basis: No	Currently No Basis: No	

---

### Current Owner(s) Information

---

**Owner Name:**

FERMI BOHIGAS, S.A.

**Owner Address:**

Finca Can Macia  
E-08711 Odena (Anoia)  
SPAIN

**Legal Entity Type:** Sociedad Anónima

**State or Country Where  
Organized:**

SPAIN

---

### Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Donald C. Lucas

**Docket Number:**

CUC-TM-190

**Attorney Primary Email  
Address:** [info@lmjplaw.com](mailto:info@lmjplaw.com)

**Attorney Email  
Authorized:**

No

**Correspondent**

**Correspondent  
Name/Address:**

Donald C. Lucas  
Lucas and Mercanti LLP  
30 BROAD STREET, 21st FLOOR  
NEW YORK, NEW YORK UNITED STATES 10004

**Phone:** (212) 661 8000

**Fax:**

(212) 661 8002

**Correspondent e-mail:** [info@lmjplaw.com](mailto:info@lmjplaw.com)

**Correspondent e-mail  
Authorized:**

Yes

---

Domestic Representative - Not Found

---

### Prosecution History

---

Date	Description	Proceeding Number
Mar. 17, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 16, 2013	FINAL DECISION TRANSACTION PROCESSED BY IB	
Nov. 18, 2011	FINAL DISPOSITION NOTICE SENT TO IB	
Nov. 18, 2011	FINAL DISPOSITION PROCESSED	72589
Oct. 26, 2011	FINAL DISPOSITION NOTICE CREATED, TO BE SENT TO IB	
Jul. 26, 2011	REGISTERED-PRINCIPAL REGISTER	
Jun. 27, 2011	NOTIFICATION PROCESSED BY IB	
May 10, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 10, 2011	PUBLISHED FOR OPPOSITION	
Apr. 20, 2011	NOTIFICATION OF POSSIBLE OPPOSITION SENT TO IB	

Apr. 20, 2011	NOTICE OF START OF OPPOSITION PERIOD CREATED, TO BE SENT TO IB	
Apr. 05, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	70629
Mar. 29, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 27, 2011	REFUSAL PROCESSED BY IB	
Mar. 24, 2011	EXAMINER'S AMENDMENT ENTERED	70629
Mar. 24, 2011	ASSIGNED TO LIE	70629
Mar. 24, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 24, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 24, 2011	EXAMINERS AMENDMENT -WRITTEN	77304
Mar. 23, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 23, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 04, 2011	NON-FINAL ACTION MAILED - REFUSAL SENT TO IB	
Mar. 04, 2011	REFUSAL PROCESSED BY MPU	68359
Mar. 04, 2011	NON-FINAL ACTION (IB REFUSAL) PREPARED FOR REVIEW	
Mar. 03, 2011	NON-FINAL ACTION WRITTEN	77304
Mar. 02, 2011	ASSIGNED TO EXAMINER	77304
Jan. 03, 2011	APPLICATION FILING RECEIPT MAILED	
Dec. 28, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 23, 2010	SN ASSIGNED FOR SECT 66A APPL FROM IB	

---

### International Registration Information (Section 66a)

---

<b>International Registration Number:</b> 1059488	<b>International Registration Date:</b>
Nov. 22, 2010	
<b>Intl. Registration Status:</b> REQUEST FOR EXTENSION OF PROTECTION PROCESSED	<b>Date of International Registration Status:</b>
Dec. 23, 2010	
<b>Notification of Designation Date:</b> Dec. 23, 2010	<b>Date of Automatic Protection:</b>
Jun. 23, 2012	
<b>International Registration Renewal Date:</b>	
Nov. 22, 2020	
<b>First Refusal Flag:</b> Yes	

---

### TM Staff and Location Information

---

<b>TM Staff Information - None</b>	
<b>File Location</b>	
<b>Current Location:</b> PUBLICATION AND ISSUE SECTION	<b>Date in Location:</b>
Jul. 26, 2011	

**Generated on:**

This page was generated by TSDR on 2015-12-11 17:11:23 EST

Mark: LA FINQUITA

LA FINQUITA

**US Serial Number:** 85850144

**Application Filing Date:**

Feb. 14, 2013

**US Registration Number:** 4414137

**Registration Date:**

Oct. 08, 2013

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:**

Yes

**Register:**

Principal

**Mark Type:**

Trademark

**Status:**

Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**

Oct. 08, 2013

**Publication Date:** Jul. 23, 2013

---

## Mark Information

---

**Mark Literal Elements:**

LA FINQUITA

**Standard Character Claim:**

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**

4 - STANDARD CHARACTER MARK

**Translation:**

The English translation of "LA FINQUITA" in the mark is "THE LITTLE FARM".

---

## Related Properties Information

---

**Claimed Ownership of US Registrations:**

3855836

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:**

Dairy products excluding ice cream, ice milk and frozen yogurt

**International Class(es):** 029 - Primary Class

**U.S Class(es):**

046

**Class Status:**

ACTIVE

**Basis:**

1(a)

**First Use:** Dec. 01, 2007

**Use in Commerce:**

Dec. 01, 2007

---

**For:**

Bakery goods

International Class(es): 030 - Primary Class  
046

U.S Class(es):

Class Status:  
ACTIVE

Basis:  
1(a)

First Use: Dec. 01, 2007  
Dec. 01, 2007

Use in Commerce:

---

### Basis Information (Case Level)

---

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

---

### Current Owner(s) Information

---

Owner Name:  
LA FINQUITA LLC

Owner Address:  
30 GLENBROOK RD, SUITE 4F  
STAMFORD, CONNECTICUT 06902  
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where  
Organized:

CONNECTICUT

---

### Attorney/Correspondence Information

---

Attorney of Record - None  
Correspondent

Correspondent  
Name/Address:  
LA FINQUITA LLC  
LA FINQUITA LLC  
30 GLENBROOK RD APT 4F  
STAMFORD, CONNECTICUT 06902-2942  
UNITED STATES

Phone: 2035618140

Correspondent e-mail: [ana@lafinquita.us](mailto:ana@lafinquita.us) [anatobonc@hotmail.com](mailto:anatobonc@hotmail.com)

Correspondent e-mail  
Authorized:

Yes

---

Domestic Representative - Not Found

---

### Prosecution History

---

Date	Description	Proceeding Number
Oct. 08, 2013	REGISTERED-PRINCIPAL REGISTER	
Jul. 23, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 23, 2013	PUBLISHED FOR OPPOSITION	
Jul. 03, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 18, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Jun. 17, 2013	ASSIGNED TO LIE	74221
May 31, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 31, 2013	EXAMINER'S AMENDMENT ENTERED	88888
May 31, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
May 31, 2013	EXAMINERS AMENDMENT E-MAILED	6328
May 31, 2013	EXAMINERS AMENDMENT -WRITTEN	82431
May 30, 2013	ASSIGNED TO EXAMINER	82431

Feb. 21, 2013 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM  
Feb. 18, 2013 NEW APPLICATION ENTERED IN TRAM

---

## TM Staff and Location Information

---

TM Staff Information - None  
File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Oct. 08, 2013

**Generated on:**

This page was generated by TSDR on 2015-12-11 17:08:25 EST

Mark: FINCA MONTE AZUL

FINCA MONTE AZUL

**US Serial Number:** 85935065  
May 17, 2013  
**Application Filing Date:**

**US Registration Number:** 4586957  
Aug. 19, 2014  
**Registration Date:**

**Filed as TEAS Plus:** Yes  
Yes  
**Currently TEAS Plus:**

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Aug. 19, 2014

**Publication Date:** Jun. 03, 2014

---

## Mark Information

---

**Mark Literal Elements:**  
FINCA MONTE AZUL

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Disclaimer:**  
"MONTE AZUL"

**Translation:**  
The English translation of "FINCA MONTE AZUL" in the mark is "BLUE MOUNTAIN ESTATE".

**Acquired Distinctiveness Claim:**  
In whole

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Coffee

**International Class(es):** 030 - Primary Class  
046  
**U.S Class(es):**

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Jan. 03, 2002  
Jan. 03, 2002  
**Use in Commerce:**

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

**Owner Name:**  
DON PEPE COFFEE, S.A. DE C.V.

**Owner Address:**  
Carr. Manuel Gonzalez km 2.5  
Congregacion Sabanas  
Huatusco, Veracruz  
MEXICO

**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:**  
MEXICO

## Attorney/Correspondence Information

**Attorney of Record**

**Attorney Name:** Arturo Perez-Guerrero  
**Attorney Primary Email Address:** [arturo@perezguerrero.com](mailto:arturo@perezguerrero.com)  
**Attorney Email Authorized:**

Yes

**Correspondent**

**Correspondent Name/Address:**  
ARTURO PEREZ-GUERRERO  
LAW OFFICES OF ARTURO PEREZ-GUERRERO  
P.O. BOX 9024163  
SAN JUAN, PUERTO RICO 00902-4163  
UNITED STATES

**Phone:** 787-722-4450  
787-998-7474  
**Fax:**

**Correspondent e-mail:** [arturo@perezguerrero.com](mailto:arturo@perezguerrero.com) [serviciosmarcaros@yahoo.com](mailto:serviciosmarcaros@yahoo.com)  
**Correspondent e-mail Authorized:**

Yes

**Domestic Representative**

**Domestic Representative Name:** Arturo Perez-Guerrero  
787-722-4450  
**Phone:**

**Fax:**  
787-998-7474

**Domestic Representative e-mail:** [arturo@perezguerrero.com](mailto:arturo@perezguerrero.com)  
**Domestic Representative e-mail Authorized:**

No

## Prosecution History

Date	Description	Proceeding Number
Aug. 19, 2014	REGISTERED-PRINCIPAL REGISTER	
Jun. 03, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 03, 2014	PUBLISHED FOR OPPOSITION	
May 14, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 26, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Apr. 25, 2014	ASSIGNED TO LIE	73797
Apr. 03, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 03, 2014	EXAMINER'S AMENDMENT ENTERED	88888



Apr. 03, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Apr. 03, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Apr. 03, 2014	EXAMINERS AMENDMENT -WRITTEN	83695
Mar. 10, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 08, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 08, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 10, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 10, 2013	NON-FINAL ACTION E-MAILED	6325
Sep. 10, 2013	NON-FINAL ACTION WRITTEN	83695
Sep. 05, 2013	ASSIGNED TO EXAMINER	83695
May 29, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 21, 2013	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:**

Aug. 19, 2014

**Generated on:**

This page was generated by TSDR on 2015-12-11 17:02:14 EST

Mark: COTO DE HAYAS

COTO DE HAYAS

**US Serial Number:** 79027723

**Application Filing Date:**

May 19, 2006

**US Registration Number:** 3223390

**Registration Date:**

Mar. 27, 2007

**Register:**

Principal

**Mark Type:**

Trademark

**Status:**

A Section 71 and 15 declaration has been accepted and acknowledged.

**Status Date:**

Nov. 20, 2012

**Publication Date:** Jan. 09, 2007

---

## Mark Information

---

**Mark Literal Elements:**

COTO DE HAYAS

**Standard Character Claim:**

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**

4 - STANDARD CHARACTER MARK

**Translation:**

The English translation of COTO DE HAYAS is ESTATE OF BEECH TREES.

---

## Related Properties Information

---

**International Registration  
Number:**

0895533

**International Registration  
Date:**

May 19, 2006

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**

Wines [.. sparkling wines, liqueurs, distilled liquors and distilled spirits ]

**International Class(es):** 033 - Primary Class

**U.S Class(es):**

047, 049

**Class Status:**

ACTIVE

**Basis:**

66(a)

---

## Basis Information (Case Level)

---

**Filed Use:** No

**Currently Use:** No

**Amended Use:** No

**Filed ITU:** No

**Currently ITU:** No

**Amended ITU:** No



Number: Date:  
May 19, 2006  
Intl. Registration Status: REQUEST FOR EXTENSION OF PROTECTION PROCESSED Date of International Registration Status:  
Oct. 05, 2006  
Notification of Designation Date: Oct. 05, 2006 Date of Automatic Protection:  
Apr. 05, 2008  
International Registration Renewal Date:  
May 19, 2016  
First Refusal Flag: No

---

### Maintenance Filings or Post Registration Information

---

Affidavit of Incontestability:  
Section 15 - Accepted  
Affidavit of Continued Use:  
Section 71 - Accepted

---

### TM Staff and Location Information

---

TM Attorney: BROWN, TINA Law Office Assigned:  
LAW OFFICE 105  
File Location  
Current Location: GENERIC WEB UPDATE Date in Location:  
Nov. 20, 2012

**Generated on:**

This page was generated by TSDR on 2015-12-11 17:00:55 EST

Mark: SOLAR DE URBEZO

SOLAR DE URBEZO

**US Serial Number:** 85194789 **Application Filing Date:**  
Dec. 10, 2010  
**US Registration Number:** 4126419 **Registration Date:**  
Apr. 10, 2012  
**Register:**  
Principal  
**Mark Type:**  
Trademark  
**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.  
**Status Date:**  
Apr. 10, 2012  
**Publication Date:** May 17, 2011 **Notice of Allowance Date:**  
Jul. 12, 2011

---

## Mark Information

---

**Mark Literal Elements:**  
SOLAR DE URBEZO  
**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK  
**Translation:**  
The English translation of "SOLAR DE URBEZO" in the mark is URBEZO ESTATE.

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
WINES  
**International Class(es):** 033 - Primary Class **U.S Class(es):**  
047, 049  
**Class Status:**  
ACTIVE  
**Basis:**  
1(a)  
**First Use:** Jan. 01, 2000 **Use in Commerce:**  
Oct. 01, 2011

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No

Filed 66A: No  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

---

### Current Owner(s) Information

---

**Owner Name:**  
BODEGAS SOLAR DE URBEZO, S. L.

**Owner Address:**  
San Valero, 14  
Carinena 50400  
SPAIN

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where  
Organized:**

SPAIN

---

### Attorney/Correspondence Information

---

**Attorney of Record - None  
Correspondent**

**Correspondent  
Name/Address:**

ARMANDO MARTINEZ  
DEMOS GLOBAL GROUP, INC.  
PO BOX 560668  
MIAMI, FLORIDA 33256-0668  
UNITED STATES

**Phone:** 3056700979  
9542066880

**Fax:**

**Correspondent e-mail:** [tm@demoglobal.es](mailto:tm@demoglobal.es)

**Correspondent e-mail  
Authorized:**

Yes

**Domestic Representative**

**Domestic Representative Name:** Armando Martinez  
3056700979  
**Fax:**

**Phone:**

9542066880

**Domestic Representative e-mail:** [tm@demoglobal.es](mailto:tm@demoglobal.es)

**Domestic Representative  
e-mail Authorized:**

Yes

---

### Prosecution History

---

Date	Description	Proceeding Number
Apr. 10, 2012	REGISTERED-PRINCIPAL REGISTER	
Mar. 06, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Mar. 05, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	70884
Feb. 29, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 17, 2012	STATEMENT OF USE PROCESSING COMPLETE	65362
Dec. 15, 2011	USE AMENDMENT FILED	65362
Jan. 17, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
Dec. 15, 2011	TEAS STATEMENT OF USE RECEIVED	
Jul. 12, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 17, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 17, 2011	PUBLISHED FOR OPPOSITION	
Apr. 14, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Apr. 11, 2011	ASSIGNED TO LIE	70884
Mar. 30, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 30, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 30, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 30, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 23, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 23, 2011	NON-FINAL ACTION E-MAILED	6325

Mar. 23, 2011	NON-FINAL ACTION WRITTEN	76611
Mar. 15, 2011	ASSIGNED TO EXAMINER	76611
Dec. 16, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	

---

## TM Staff and Location Information

---

TM Staff Information - None  
File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:**

Mar. 05, 2012

**Generated on:**

This page was generated by TSDR on 2015-12-11 17:00:16 EST

Mark: DUCHATEAU

DUCHATEAU

**US Serial Number:** 85759962      **Application Filing Date:**  
Oct. 22, 2012

**US Registration Number:** 4492146      **Registration Date:**  
Mar. 04, 2014

**Filed as TEAS Plus:** Yes      **Currently TEAS Plus:**  
No

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Mar. 04, 2014

**Publication Date:** Sep. 24, 2013      **Notice of Allowance Date:**  
Nov. 19, 2013

---

### Mark Information

---

**Mark Literal Elements:**  
DUCHATEAU

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The English translation of the word "DUCHATEAU" in the mark is "OF THE ESTATE" or "OF THE CASTLE".

---

### Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:**  
Wine

**International Class(es):** 033 - Primary Class      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Dec. 15, 2010      **Use in Commerce:**  
Dec. 15, 2010

---

### Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No





Jul. 30, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 30, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 28, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 28, 2013	NON-FINAL ACTION E-MAILED	6325
Feb. 28, 2013	NON-FINAL ACTION WRITTEN	76508
Feb. 28, 2013	REMOVED FROM TEAS PLUS	76508
Feb. 20, 2013	ASSIGNED TO EXAMINER	76508
Oct. 25, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 25, 2012	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:**

Jan. 24, 2014

**Generated on:**

This page was generated by TSDR on 2015-12-11 17:05:53 EST

Mark: ESTATE

ESTATE

**US Serial Number:** 86468393      **Application Filing Date:**  
Dec. 01, 2014  
**US Registration Number:** 4731649      **Registration Date:**  
May 05, 2015  
**Filed as TEAS Plus:** Yes      **Currently TEAS Plus:**  
Yes  
**Register:**  
Principal  
**Mark Type:**  
Trademark  
**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.  
**Status Date:**  
May 05, 2015  
**Publication Date:** Feb. 17, 2015

---

### Mark Information

---

**Mark Literal Elements:**  
ESTATE  
**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK  
**Acquired Distinctiveness Claim:**  
In whole

---

### Related Properties Information

---

**Claimed Ownership of US Registrations:**  
3829782

---

### Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Beer  
**International Class(es):** 032 - Primary Class      **U.S Class(es):**  
045, 046, 048  
**Class Status:**  
ACTIVE  
**Basis:**  
1(a)  
**First Use:** Aug. 31, 2009      **Use in Commerce:**  
Aug. 31, 2009

---

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

**Owner Name:**  
Sierra Nevada Brewing Company

**Owner Address:**  
1075 East 20th Street  
Chico, CALIFORNIA 95928  
UNITED STATES

**Legal Entity Type:** CORPORATION      **State or Country Where Organized:**  
CALIFORNIA

## Attorney/Correspondence Information

**Attorney of Record**

**Attorney Name:** Aaron J. Stewart  
**Attorney Primary Email Address:** [astewart@chicolawfirm.com](mailto:astewart@chicolawfirm.com)  
**Attorney Email Authorized:**

Yes

**Correspondent**

**Correspondent Name/Address:**  
AARON J. STEWART  
LAW OFFICES OF AARON STEWART  
2619 FOREST AVENUE, SUITE 100  
CHICO, CALIFORNIA 95928  
UNITED STATES

**Phone:** 5303452212      **Fax:**

5403452201

**Correspondent e-mail:** [astewart@chicolawfirm.com](mailto:astewart@chicolawfirm.com)      **Correspondent e-mail Authorized:**

Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
May 05, 2015	REGISTERED-PRINCIPAL REGISTER	
Feb. 17, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 17, 2015	PUBLISHED FOR OPPOSITION	
Jan. 28, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 09, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 06, 2015	ASSIGNED TO EXAMINER	80815
Dec. 09, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 04, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION      **Date in Location:**  
May 05, 2015

**Generated on:**

This page was generated by TSDR on 2015-12-11 17:08:46 EST

Mark: HACIENDA RIO NEGRO

HACIENDA RIO NEGRO

**US Serial Number:** 86432415      **Application Filing Date:**  
Oct. 23, 2014

**US Registration Number:** 4830205      **Registration Date:**  
Oct. 13, 2015

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Oct. 13, 2015

**Publication Date:** Jul. 28, 2015

---

## Mark Information

---

**Mark Literal Elements:**  
HACIENDA RIO NEGRO

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

**Translation:**  
The English translation of the words "HACIENDA RIO NEGRO" in the mark is "BLACK RIVER ESTATE".

**Acquired Distinctiveness Claim:**  
In whole

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Coffee; coffee beans

**International Class(es):** 030 - Primary Class      **U.S Class(es):**  
046

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Oct. 2006      **Use in Commerce:**  
Oct. 2006

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No

Filed 44E: No  
Filed 66A: No  
Filed No Basis: No

Currently 44E: No  
Currently 66A: No  
Currently No Basis: No

Amended 44E: No

---

## Current Owner(s) Information

---

**Owner Name:**

Distant Lands Trading Co.

**Owner Address:**

801 Houser Way North, Suite A  
Renton, WASHINGTON 98057  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:**

DELAWARE

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Parna A. Mehrbani

**Docket Number:**

122511\*

**Attorney Primary Email  
Address:** [trademarks@lanepowell.com](mailto:trademarks@lanepowell.com)

**Attorney Email  
Authorized:**

Yes

**Correspondent**

**Correspondent  
Name/Address:**

PARNA A. MEHRBANI  
LANE POWELL PC  
601 SW 2ND AVE STE 2100  
PORTLAND, OREGON 97204-3158  
UNITED STATES

**Phone:** 5037782100

**Fax:**

5037782200

**Correspondent e-mail:** [trademarks@lanepowell.com](mailto:trademarks@lanepowell.com)

**Correspondent e-mail  
Authorized:**

Yes

Domestic Representative - Not Found

---

## Prosecution History

---

Date	Description	Proceeding Number
Oct. 13, 2015	REGISTERED-PRINCIPAL REGISTER	
Jul. 28, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 28, 2015	PUBLISHED FOR OPPOSITION	
Jul. 08, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 22, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Jun. 18, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 18, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	73296
Jun. 18, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	73296
Jun. 11, 2015	ASSIGNED TO LIE	73296
Jun. 04, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 03, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 02, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 02, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 18, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 18, 2015	NON-FINAL ACTION E-MAILED	6325
Feb. 18, 2015	NON-FINAL ACTION WRITTEN	85331
Feb. 11, 2015	ASSIGNED TO EXAMINER	85331
Oct. 30, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 27, 2014	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:**

Oct. 13, 2015

**Generated on:**

This page was generated by TSDR on 2015-12-11 17:09:40 EST

Mark: HACIENDA DE BRACAMONTE

HACIENDA DE BRACAMONTE

**US Serial Number:** 76090525  
Jul. 17, 2000

**Application Filing Date:**

**US Registration Number:** 2697012  
Mar. 18, 2003

**Registration Date:**

**Register:**

Principal

**Mark Type:**

Trademark

**Status:**

The registration has been renewed.

**Status Date:**

Sep. 27, 2013

**Publication Date:** Dec. 24, 2002

---

## Mark Information

---

**Mark Literal Elements:**

HACIENDA DE BRACAMONTE

**Standard Character Claim:**

No

**Mark Drawing Type:**

1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

**Translation:**

The English translation of the mark "HACIENDA DE BRACAMONTE" is "BRACAMONTE'S ESTATE".

---

## Foreign Information

---

**Priority Claimed:**

Yes

**Foreign Application Number:** 2,280,499

**Foreign Application Filing Date:**

Dec. 29, 1999

**Foreign Registration Number:** 2280499  
May 17, 2000

**Foreign Registration Date:**

**Foreign Application/Registration Country:** SPAIN  
Dec. 29, 2009

**Foreign Expiration Date:**

**Priority Claimed:**

Yes

**Foreign Application Number:** 2240908

**Foreign Application Filing Date:**

Jun. 14, 1999

**Foreign Registration Number:** 2240908  
Jan. 05, 2000

**Foreign Registration Date:**

**Foreign Application/Registration Country:** SPAIN  
Jun. 14, 2009

**Foreign Expiration Date:**

---

## Goods and Services

---

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;



- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For:

Edible oils and processed olives

International Class(es): 029 - Primary Class

U.S Class(es):

046

Class Status:

ACTIVE

Basis:

44(e)

For:

vinegar

International Class(es): 030 - Primary Class

U.S Class(es):

046

Class Status:

ACTIVE

Basis:

44(e)

### Basis Information (Case Level)

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: Yes	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: Yes	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

### Current Owner(s) Information

Owner Name:

TIO PEPE WINE COMPANY, S.L.

Owner Address:

MANUEL MARIA GONZALEZ, 12  
11403 JEREZ DE LA FRONTERA (CADIZ)  
SPAIN

Legal Entity Type: CORPORATION

State or Country Where  
Organized:

SPAIN

### Attorney/Correspondence Information

Attorney of Record

Attorney Name: SEAN P. MCMAHON,

Docket Number:

T/4043-626

Correspondent

Correspondent  
Name/Address:

SEAN P. MCMAHON  
OSTROLENK FABER LLP  
1180 AVENUE OF THE AMERICAS  
7TH FLOOR  
NEW YORK, NEW YORK 10036  
UNITED STATES

Phone: 212-382-0700

Fax:

212-382-0888

Domestic Representative

Domestic Representative Name: SEAN P. MCMAHON

Phone:

Name: 212-382-0700

Fax:

---

## Prosecution History

---

Date	Description	Proceeding Number
Sep. 27, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Sep. 27, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75461
Sep. 27, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Sep. 18, 2013	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	75461
Sep. 26, 2013	PAPER RECEIVED	
Sep. 25, 2013	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 30, 2011	ATTORNEY REVOKED AND/OR APPOINTED	
Jun. 30, 2011	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 29, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED	75461
Aug. 21, 2008	ASSIGNED TO PARALEGAL	75461
Aug. 19, 2008	TEAS SECTION 8 RECEIVED	
Jan. 15, 2008	CASE FILE IN TICRS	
Mar. 18, 2003	REGISTERED-PRINCIPAL REGISTER	
Dec. 24, 2002	PUBLISHED FOR OPPOSITION	
Dec. 04, 2002	NOTICE OF PUBLICATION	
Oct. 22, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 30, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Sep. 30, 2002	PAPER RECEIVED	
Sep. 04, 2002	NON-FINAL ACTION MAILED	
May 22, 2002	ASSIGNED TO EXAMINER	70722
Apr. 26, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 26, 2002	PAPER RECEIVED	
Jan. 16, 2002	NON-FINAL ACTION MAILED	
Sep. 28, 2001	Sec. 1(B) CLAIM DELETED	70997
Sep. 28, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 30, 2000	UNRESPONSIVE/DUPLICATE PAPER RECEIVED	
May 02, 2001	NON-FINAL ACTION MAILED	
Apr. 24, 2001	ASSIGNED TO EXAMINER	70436
Dec. 07, 2000	ASSIGNED TO EXAMINER	63030

---

## Maintenance Filings or Post Registration Information

---

**Affidavit of Continued Use:**

Section 8 - Accepted

**Renewal Date:**

Mar. 18, 2013

---

## TM Staff and Location Information

---

TM Staff Information - None  
File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:**

Sep. 27, 2013

---

## Assignment Abstract Of Title Information

---

**Summary**

**Total Assignments:** 1

**Registrant:**

Hacienda de Bracamonte, S.A.

**Assignment 1 of 1**

**Conveyance:**

CHANGE OF NAME

**Reel/Frame:** [5113/0895](#)

**Pages:**

3

**Date Recorded:** Sep. 18, 2013

**Supporting Documents:**

[assignment-tm-5113-0895.pdf](#)

[Redacted]

**Name:** [HACIENDA DE BRACAMONTE, S.A.](#)

**Assignor**

**Execution Date:**

Sep. 16, 2011

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:**

SPAIN

**Assignee**

**Name:**

[TIO PEPE WINE COMPANY, S.L.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:**

SPAIN

**Address:**

MANUEL MARIA GONZALEZ, 12  
11403 JEREZ DE LA FRONTERA (CADIZ), SPAIN

**Correspondent**

**Correspondent Name:**

CHARLES P. LAPOLLA

**Correspondent Address:**

1180 AVENUE OF THE AMERICAS, 7TH FLOOR  
OSTROLENK FABER LLP  
NEW YORK, NY 10036

**Domestic Representative - Not Found**

**Generated on:**

This page was generated by TSDR on 2015-12-11 17:07:24 EST

Mark: VILLA D'AQUINO

VILLA D'AQUINO

**US Serial Number:** 77362551  
Jan. 02, 2008

**Application Filing Date:**

**US Registration Number:** 3632408  
Jun. 02, 2009

**Registration Date:**

**Register:**

Principal

**Mark Type:**

Trademark

**Status:**

A partial Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:**

May 26, 2015

**Publication Date:** Jul. 22, 2008

**Notice of Allowance Date:**

Oct. 14, 2008

---

## Mark Information

---

**Mark Literal Elements:**

VILLA D'AQUINO

**Standard Character Claim:**

Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**

4 - STANDARD CHARACTER MARK

**Translation:**

The foreign wording "VILLA" in the mark translates into English as house or estate.

**Acquired Distinctiveness  
Claim:**

In whole

---

## Related Properties Information

---

**Claimed Ownership of US  
Registrations:**

2470698, 3167375

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:**

[ Olive Oil ]

**International Class(es):** 029 - Primary Class

**U.S Class(es):**

046

**Class Status:**

SECTION 8 - CANCELLED

**Basis:**

1(a)

**First Use:** May 30, 2002

**Use in Commerce:**

Jul. 30, 2002

**For:**

[ Vinegar; Pasta; Tomato Sauce ]

**International Class(es):** 030 - Primary Class

**U.S Class(es):**

046

**Class Status:**

SECTION 8 - CANCELLED

**Basis:**

1(a)

**First Use:** Feb. 01, 2002

**Use in Commerce:**

Mar. 01, 2002

**For:**

[ Bottled Water; Beer ]

**International Class(es):** 032 - Primary Class

**U.S Class(es):**

045, 046, 048

**Class Status:**

SECTION 8 - CANCELLED

**Basis:**

1(a)

**First Use:** Feb. 01, 2002

**Use in Commerce:**

Mar. 01, 2002

**For:**

Wine and Liquor

**International Class(es):** 033 - Primary Class

**U.S Class(es):**

047, 049

**Class Status:**

ACTIVE

**Basis:**

1(a)

**First Use:** Oct. 01, 1999

**Use in Commerce:**

Oct. 01, 1999

---

### Basis Information (Case Level)

---

<b>Filed Use:</b> Yes	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

---

### Current Owner(s) Information

---

**Owner Name:**

D'AQUINO ITALIAN IMPORTING CO., INC.

**Owner Address:**

1850 BUSINESS CENTER DRIVE  
DUARTE, CALIFORNIA 91010  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:**

CALIFORNIA

---

### Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Mishawn Nolan

**Docket Number:**

1023-C23

Attorney Primary Email Address: [mnolan@nolanheimann.com](mailto:mnolan@nolanheimann.com)

Attorney Email Authorized:

Yes

Correspondent

Correspondent Name/Address:

Mishawn Nolan  
NOLAN HEIMANN LLP  
16350 Ventura Blvd., Ste. D265  
Encino, CALIFORNIA 91436  
UNITED STATES

Phone: 818-574-5710

Fax:

818-574-5689

Correspondent e-mail: [mnolan@nolanheimann.com](mailto:mnolan@nolanheimann.com), [kholme@nolanheimann.com](mailto:kholme@nolanheimann.com)

Correspondent e-mail Authorized:

Yes

Domestic Representative - Not Found

---

## Prosecution History

---

Date	Description	Proceeding Number
May 26, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
May 26, 2015	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
May 26, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
May 09, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jun. 02, 2009	REGISTERED-PRINCIPAL REGISTER	
Apr. 29, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	77075
Apr. 28, 2009	ASSIGNED TO LIE	77075
Apr. 27, 2009	ASSIGNED TO LIE	76984
Apr. 24, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 23, 2009	STATEMENT OF USE PROCESSING COMPLETE	76538
Apr. 08, 2009	USE AMENDMENT FILED	76538
Apr. 22, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Apr. 08, 2009	TEAS STATEMENT OF USE RECEIVED	
Oct. 14, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 22, 2008	PUBLISHED FOR OPPOSITION	
Jul. 02, 2008	NOTICE OF PUBLICATION	
Jun. 18, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	76985
Jun. 18, 2008	ASSIGNED TO LIE	76985
Jun. 18, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 16, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 16, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 16, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 11, 2008	NON-FINAL ACTION MAILED	
Apr. 10, 2008	NON-FINAL ACTION WRITTEN	83361
Mar. 31, 2008	ASSIGNED TO EXAMINER	83361
Jan. 07, 2008	NEW APPLICATION ENTERED IN TRAM	

---

## Maintenance Filings or Post Registration Information

---

Affidavit of Continued Use:

Section 8 - Accepted in Part

Affidavit of Incontestability:

Section 15 - Accepted

Change in Registration:

Yes

---

## TM Staff and Location Information

---

TM Staff Information - None

Current Location: Not Found  
May 26, 2015

File Location

Date in Location:

**Generated on:**

This page was generated by TSDR on 2015-12-14 12:59:38 EST

Mark: THE FARM

# THE FARM

**US Serial Number:** 77888535      **Application Filing Date:**  
Dec. 08, 2009

**US Registration Number:** 4656441      **Registration Date:**  
Dec. 16, 2014

**Filed as TEAS Plus:** Yes      **Currently TEAS Plus:**  
Yes

**Register:**  
Principal

**Mark Type:**  
Trademark

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Dec. 16, 2014

**Publication Date:** Mar. 26, 2013      **Notice of Allowance Date:**  
May 21, 2013

---

## Mark Information

---

**Mark Literal Elements:**  
THE FARM

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

---

## Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Wines

**International Class(es):** 033 - Primary Class      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Dec. 20, 2011      **Use in Commerce:**  
Dec. 20, 2011

---

## Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No



Filed 66A: No  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

---

### Current Owner(s) Information

---

**Owner Name:**

La Granja Winery, Inc.

**Owner Address:**

10920 Chimney Rock Road  
Paso Robles, CALIFORNIA UNITED STATES 93446

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:**

CALIFORNIA

---

### Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Michael P. Eddy, PTO #42,505

**Docket Number:**

3257-02

**Attorney Primary Email  
Address:** [meddy@patent.org](mailto:meddy@patent.org)

**Attorney Email  
Authorized:**

Yes

**Correspondent**

**Correspondent  
Name/Address:**

MICHAEL P. EDDY, PTO #42,505  
LAW OFFICE OF MICHAEL P. EDDY  
12526 HIGH BLUFF DR STE 300  
SAN DIEGO, CALIFORNIA UNITED STATES 92130-2067

**Phone:** 858-345-1098

**Fax:**

858-777-5453

**Correspondent e-mail:** [meddy@patent.org](mailto:meddy@patent.org)

**Correspondent e-mail  
Authorized:**

Yes

**Domestic Representative - Not Found**

---

### Prosecution History

---

Date	Description	Proceeding Number
Dec. 16, 2014	REGISTERED-PRINCIPAL REGISTER	
Nov. 14, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 13, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 23, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	70629
Oct. 23, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	70629
Oct. 20, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 21, 2014	TEAS EXTENSION RECEIVED	
Apr. 18, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Apr. 18, 2014	NON-FINAL ACTION E-MAILED	
Apr. 18, 2014	SU - NON-FINAL ACTION - WRITTEN	72517
Apr. 08, 2014	STATEMENT OF USE PROCESSING COMPLETE	69302
Mar. 18, 2014	USE AMENDMENT FILED	69302
Apr. 08, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Mar. 18, 2014	TEAS STATEMENT OF USE RECEIVED	
Nov. 23, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 21, 2013	EXTENSION 1 GRANTED	98765
Nov. 21, 2013	EXTENSION 1 FILED	98765
Nov. 21, 2013	TEAS EXTENSION RECEIVED	
May 21, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 26, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 26, 2013	PUBLISHED FOR OPPOSITION	
Mar. 06, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 19, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	70629

Feb. 10, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 17, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 16, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 16, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 16, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 16, 2012	NON-FINAL ACTION E-MAILED	6325
Jul. 16, 2012	NON-FINAL ACTION WRITTEN	72517
Jul. 09, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	70629
Jul. 09, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	70629
Jul. 01, 2012	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Mar. 21, 2012	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70629
Mar. 21, 2012	ASSIGNED TO LIE	70629
Sep. 21, 2011	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Mar. 21, 2011	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Sep. 19, 2010	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Mar. 18, 2010	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Mar. 18, 2010	LETTER OF SUSPENSION E-MAILED	6332
Mar. 18, 2010	SUSPENSION LETTER WRITTEN	72517
Mar. 10, 2010	ASSIGNED TO EXAMINER	72517
Dec. 12, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 11, 2009	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Nov. 13, 2014

**Generated on:**

This page was generated by TSDR on 2015-12-14 13:06:32 EST

Mark: THE VINE SERIES

THE VINE SERIES

**US Serial Number:** 86317362      **Application Filing Date:**  
Jun. 23, 2014

**US Registration Number:** 4690175      **Registration Date:**  
Feb. 17, 2015

**Filed as TEAS Plus:** Yes      **Currently TEAS Plus:**  
Yes

**Register:**  
Supplemental

**Mark Type:**  
Trademark

**Amended to Principal Register:** No      **Date Amended to Current Register:**  
Dec. 02, 2014

**Status:**  
Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:**  
Feb. 17, 2015

---

### Mark Information

---

**Mark Literal Elements:**  
THE VINE SERIES

**Standard Character Claim:**  
Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:**  
4 - STANDARD CHARACTER MARK

---

### Goods and Services

---

**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

**For:**  
Wines

**International Class(es):** 033 - Primary Class      **U.S Class(es):**  
047, 049

**Class Status:**  
ACTIVE

**Basis:**  
1(a)

**First Use:** Apr. 14, 2014      **Use in Commerce:**  
Apr. 14, 2014

---

### Basis Information (Case Level)

---

<b>Filed Use:</b> No	<b>Currently Use:</b> Yes	<b>Amended Use:</b> No
<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> No	<b>Amended 44E:</b> No

Filed 66A: No  
Filed No Basis: No

Currently 66A: No  
Currently No Basis: No

---

## Current Owner(s) Information

---

**Owner Name:**

Oliver Wine Co., Inc.

**Owner Address:**

8024 N State Road 37  
Bloomington, INDIANA 47404  
UNITED STATES

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:**

INDIANA

---

## Attorney/Correspondence Information

---

**Attorney of Record**

**Attorney Name:** Megan M. Mulford

**Docket Number:**

26927-NEW

**Attorney Primary Email  
Address:** [trademark@boselaw.com](mailto:trademark@boselaw.com)

**Attorney Email  
Authorized:**

Yes

**Correspondent**

**Correspondent  
Name/Address:**

Megan M. Mulford  
Bose McKinney & Evans  
111 Monument Circle  
Suite 2700  
Indianapolis, INDIANA 46204  
UNITED STATES

**Phone:** (317) 684-5000

**Fax:**

(317) 684-5173

**Correspondent e-mail:** [trademark@boselaw.com](mailto:trademark@boselaw.com)

**Correspondent e-mail  
Authorized:**

Yes

---

**Domestic Representative - Not Found**

---

## Prosecution History

---

Date	Description	Proceeding Number
Dec. 10, 2015	ATTORNEY REVOKED AND/OR APPOINTED	
Dec. 10, 2015	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Feb. 17, 2015	REGISTERED-SUPPLEMENTAL REGISTER	
Jan. 10, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Jan. 10, 2015	ASSIGNED TO LIE	68123
Dec. 19, 2014	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Dec. 18, 2014	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Dec. 18, 2014	USE AMENDMENT ACCEPTED	82427
Dec. 03, 2014	AMENDMENT TO USE PROCESSING COMPLETE	88889
Dec. 03, 2014	USE AMENDMENT FILED	88889
Dec. 02, 2014	TEAS AMENDMENT OF USE RECEIVED	
Dec. 02, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 02, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 02, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 21, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Nov. 21, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Oct. 07, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 07, 2014	NON-FINAL ACTION E-MAILED	6325
Oct. 07, 2014	NON-FINAL ACTION WRITTEN	82427
Sep. 29, 2014	ASSIGNED TO EXAMINER	82427
Sep. 09, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	

Jun. 30, 2014 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM  
Jun. 26, 2014 NEW APPLICATION ENTERED IN TRAM

---

## TM Staff and Location Information

---

TM Staff Information - None  
File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:**

Feb. 17, 2015



vspt.wine.group

Chile. San Pedro. Tarapacá. Leyda. Santa Helena. Misiones de Rengo.  
Viñamar. Casa Rivas. Argentina. La Celia. Tamarí

“La Finca”

December 4th , 2015

# Promociones

vspt.wine.group

Chile: San Pedro, Tarapacá, Leyda, Santa Helena, Misiones de Rengo, Viñamar, Casa Rivas. Argentina: La Celia, Tamari

SKU Malbec participa en catálogo Fearless Flyers de Trader Joe's del Mes de Agosto 2015, promocionado en distintos medios y actividades.



Exhibición adicional



Cartelería promocional en góndola



Fearless Flyer en website de TJ.

# Visitas a Mercado

vspt.wine.group

Chile: San Pedro, Tarapacá, Leyda, Santa Helena, Misiones de Rengo, Viñamar, Casa Rivas. Argentina: La Celia, Tamari

Las siguientes imágenes fueron tomadas en locales Trader Joe's durante visitas al mercado en los meses de Agosto y Octubre del año 2015



Austin, Texas



San Clemente, California



Dallas, Texas



Los Angeles, California



Miami, Florida



NYC, New York





vspt.wine.group

Chile. San Pedro. Tarapacá. Leyda. Santa Helena. Misiones de Rengo.  
Viñamar. Casa Rivas. Argentina. La Celia. Tamarí

“La Finca”

December 4th , 2015



vspt.wine.group

Chile. San Pedro. Tarapacá. Leyda. Santa Helena. Misiones de Rengo.  
Viñamar. Casa Rivas. Argentina. La Celia. Tamarí

“La Finca”

December 4th , 2015

# Promociones

vspt.wine.group

Chile: San Pedro, Tarapacá, Leyda, Santa Helena, Misiones de Rengo, Viñamar, Casa Rivas. Argentina: La Celia, Tamari

SKU Malbec participa en catálogo Fearless Flyers de Trader Joe's del Mes de Agosto 2015, promocionado en distintos medios y actividades.



Exhibición adicional



Cartelería promocional en góndola

## Fearless Flyer

Catch Up On Reading



The **La Finca Wines** you'll find at Trader Joe's begin their journey as grapes from San Carlos, in Mendoza's Uco Valley. The high elevation (2,700 - 3,600 feet above sea level), relatively cool climate, long growing season, and rich, clay soils make this one of the most revered wine regions in Argentina. They also provide ideal conditions in which to cultivate Malbec, wine that's often referred to as the wine of Argentina.

Fearless Flyer en website de TJ.

# Visitas a Mercado

vspt.wine.group

Chile: San Pedro, Tarapacá, Leyda, Santa Helena, Misiones de Rengo, Viñamar, Casa Rivas. Argentina: La Celia, Tamari

Las siguientes imágenes fueron tomadas en locales Trader Joe's durante visitas al mercado en los meses de Agosto y Octubre del año 2015



Austin, Texas



San Clemente, California



Dallas, Texas



Los Angeles, California



Miami, Florida



NYC, New York



vspt.wine.group

Chile. San Pedro. Tarapacá. Leyda. Santa Helena. Misiones de Rengo.  
Viñamar. Casa Rivas. Argentina. La Celia. Tamarí

“La Finca”

December 4th , 2015





[Home](#) > [Dig In](#) > [Wine Insider](#) > [TJ's Wine Insider - March 2015](#)

## FIND POSTS

[« Previous Post](#)

[Next Post »](#)

# TJ's Wine Insider - March 2015

March 30, 2015 in [Wine Insider](#)



**TJ's Wine Insider** is your new go-to guide for Trader Joe's wines.

The wines featured here are not necessarily new ones... but they are necessarily *good* ones. And when you pair such quality with excellent prices (as we do)—the result is incredible **value**. Each selection below can be found in our stores where wine is sold. (Availability and price may vary due to state laws, taxes, shipment fees, and the like.)

This month we feature **Wines to Herald the Advent of Spring** with *light floral aromas*, *fruit-forward flavors*, and even one with *tiny sparkling bubbles*...


---

## La Granja 360 Verdejo Viura

Castilla y León, Spain



*Crisp, light, and refreshing. Delicate floral aromas. Flavors of lemon and stone fruits. Round, dry finish. 70% Verdejo grapes and 30% Viura grapes, grown and harvested in the Castilla y León Denominación de Origen (D.O.) of northern Spain. La Granja means "The Farm," a theme that is gleefully and artfully depicted on the labels of all the La Granja wines. Here, the bright peacock's tail turns into beautiful birds, suggesting the delicacy and lightness of this wine. Think Sauvignon Blanc with slightly more acidity. The whole package represents the best of the whites coming out of Spain right now—at a price rarely seen anywhere else.*

 **Enjoy with lighter fare:** vinaigrette-dressed greens, olives, seafood dishes...

**Verdejo:** (Spanish) *Vur-day-ho*.

**Castilla y León:** (Spanish) *Kah-stee-yah / ee / Lay-own*.

**Denominación de Origen (D.O.):** an official Spanish designation describing and guaranteeing a wine's place of origin.

**La Granja:** (Spanish) *La-grahm-ha*.

*La Granja 360 Verdejo Viura is currently available in Trader Joe's stores where wine is sold. It is \$4.99 plus tax unless otherwise noted here: OR, WA, NM, TX, CO, ID, KY, NH, FL: \$5.99; OH: \$6.49; CT, TN: unavailable. Alcohol availability & price may vary due to state laws, taxes, shipment fees & other such stuff.*

---


## Blason de Bourgogne Chardonnay

Mâcon-Villages, France





*Light floral aromas. Citrus and apple notes. Bright acidity. Mineral hints. Crisp, clean finish.* **Unoaked** “White Burgundy” made from Chardonnay grapes. Vintage from **Mâcon-Villages** district of Burgundy. We've been partners with Blason (a co-op of 5 wineries and 800 growers in Burgundy) for over a decade, and we still believe they produce some of the top values emerging from the region. This one is also truly vegan, as no **fining agents** were used in the wine-making process.

 **Pair with delicate foods:** steamed seafood, pasta with veggies, roast chicken...

**Bourgogne:** (French) *Boor-gohn*. French for "Burgundy".

**Unoaked:** describing wine not exposed to oak barrels during or after fermentation; characterizing a lighter-bodied, fruitier wine.

**Mâcon-Villages:** (French) *Mah-caw / Vee-lahj*.

**Fining Agent:** an additive that helps clarify a wine by removing suspended solids; sometimes derived from animal sources.


*Blason de Bourgogne Chardonnay is currently available in Trader Joe's stores where wine is sold. It is \$7.99 plus tax unless otherwise noted here: CA: \$6.99; CT, TN: unavailable. Alcohol availability & price may vary due to state laws, taxes, shipment fees & other such stuff.*

## Blason de Bourgogne Rosé Crémant

France



*Tiny, sparkling bubbles! Crisp. Mild raspberry aroma and flavor.* From **Burgundy** just next door to the Champagne region. 90% **Pinot Noir** grapes, 10% Gamay. Though international law prohibits officially calling it "Champagne," this Crémant is made using exactly the same method—the *Méthode Traditionelle*. Bubbly like this from Burgundy may be less familiar than bubbly from the Champagne region, but it's every bit as good—and less pricey!

 **Enjoy with savory flavors:** appetizers, risotto, roasted veggies, braised pork...

**Crémant:** (French) *Cray-mawn*; sparkling wine produced outside the Champagne region of northern France.

**Pinot Noir:** (French) *Pee-noh / Nwar*.

*Blason de Bourgogne Rosé Crémant* is currently available in Trader Joe's stores where wine is sold. It is **\$9.99** plus tax unless otherwise noted here: OH: \$13.99; NH: \$11.99; CT, TN: unavailable. Alcohol availability & price may vary due to state laws, taxes, shipment fees & other such stuff.


---

## La Finca Cabernet Sauvignon

Mendoza, Argentina



*Deep red color. Sweet pepper aroma. Succulent berry flavor. Velvety finish.* Hey, La Finca Malbec fans—you will love this Cab! The Mendoza region—dubbed the "Napa Valley of South America" for its flourishing wine production—sits at a relatively high altitude at the base of the Andes mountain range. This **terroir** has a positive influence on its wines: *Hot* daytime temperatures produce an intense, red color in these **Cabernet Sauvignon** grapes. *Cool* nights promote good acidity. In the end, this red's soft finish will keep you coming back for another sip... and another.

 **Pair with rich foods:** beef, lamb, aged cheeses, dark chocolate...

**Cabernet Sauvignon:** (French) *Ca-bur-nay / So-vee-myon*.

**Terroir:** (French) *Ter-wahr*. The natural attributes of a place (climate, soil, geography) where grapes are grown contributing to a wine's final character.

*La Finca Cabernet Sauvignon* is currently available in Trader Joe's stores where wine is sold. It is **\$4.49** plus tax unless otherwise noted here: CA: \$3.99; OH, NH, GA, FL: \$4.99; CT, TN: unavailable. Alcohol availability & price may vary due to state laws, taxes, shipment fees & other such stuff.


---

## Encuentro Red Bobal

Valencia, Spain



*Zesty, fruit-forward flavors of fig and ripe blackberry. Hints of lavender, thyme, balsamic. Luscious finish.* We are excited to share this unique find—an uncommon grape that is organically grown. It's also **vegan** (no fining agents used). Grown and harvested in **D.O. Valencia**, situated in eastern Spain near the Mediterranean coast. The label art is an elegant and simple tribute to the vital connection between soil, air, flora and fauna.

 **Drink with:** tapas, Paella, red meats, tomato-based pasta dishes, tuna, sardines...

**Encuentro:** (Spanish) *En-kven-tro*.

**D.O.:** *Denominación de Origen*. An official Spanish designation describing and guaranteeing a wine's place of origin.

**Vegan Wine:** Surprisingly, not all wines are vegan; some use "fining agents" derived from animals (see note above on *Blason Chardonnay*). Who knew?!

*Encuentro Red Bobal is currently available in Trader Joe's stores where wine is sold. It is \$6.99 plus tax unless otherwise noted here: CA: \$5.99; CT, TN: unavailable. Alcohol availability & price may vary due to state laws, taxes, shipment fees & other such stuff.*

Tags: [La Granja](#), [Blason de Bourgogne](#), [La Finca](#), [Encuentro](#), [Verdejo](#), [Viura](#), [Chardonnay](#), [Rosé](#), [Cabernet](#), [Bobal](#), [Castilla y León](#), [Mácon-Villages](#), [Mendoza](#), [Valencia](#)



37

Tweet

Pin It

[« Previous Post](#)

[Next Post »](#)

## QUESTIONS

[Contact Us](#)

[FAQs](#)

[Sitemap](#)

## DIETARY LISTS

[Gluten Free](#)

[Kosher](#)

[Vegan](#)

## LEGAL STUFF

[Terms of Use](#)

[Privacy Policy](#)

[Transparency in Supply Chains Act](#)

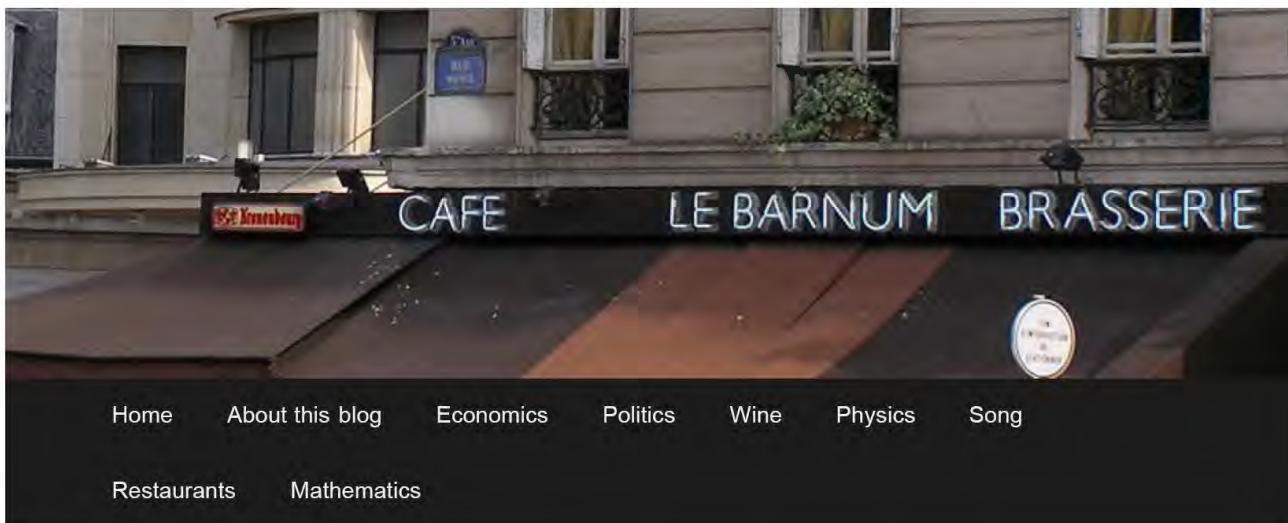
## TJ'S E-NEWSLETTER SIGN UP

Want more product stories, funky recipe ideas and a first look at the Fearless Flyer? Sign up to receive the Trader Joe's E newsletter:



# Wine, Physics, and Song

Howard Barnum's blog on art, music, culture, science, public affairs, philosophy, and life



Posted on [September 27, 2011](#)

[← Previous](#) [Next →](#)

## Wine at Trader Joe's I: Cheap and good. (Wingman 2009 Shiraz, Trader Joe's Petit Reserve 2009 Tempranillo, Panilonco

# 2010 Merlot-Malbec, La Finca 2010 Cabernet, Trader Joe's 2009 Reserve Cabernet Mendocino)

Many of you have probably discovered that Trader Joe's is a great place to get wine. I wasn't impressed the few times I sampled their famed "two-buck Chuck" wines under their Charles Shaw label (now three or four bucks), and that probably slowed my adoption of TJ's as a wine source, but about a year ago I gave their other wines a try and discovered that they are a great source of quality, excellent-value-for-money wines. You won't find the most high-end, handcrafted, and often expensive wines here, but if you're planning on spending \$4 to \$20 for a wine, you'll probably do better at TJ's than most places. I believe that they can use their volume buying capability, and long-term contracting capability, to grab large lots of wine or grapes that are pretty good but not quite what some pretty good winery wants in its expensive blend; or to buy the excess production of a good winery that can't sell all its production at premium prices, or perhaps even to work directly with both winemakers who don't grow, and growers, to get what they want made for them. They are privately held by a German family business, which I speculate (quite baselessly) may give them some special connections with or insight into medium and low priced Bordeaux of quality, since Germany seems to traditionally have good reasonably priced Bordeaux available, that you don't see in the states. (More on TJ's Bordeaux in a later post.)

Some recent finds in the super-value department:

**2009 Trader Joe's Petit Reserve Tempranillo**, California.  
Don't precisely recall the price, probably in the \$4-6 range.

Rather velvety mouthfeel, with some nice but not overbearing mouthcoating tannins, a little bit of hotness or roughness but not too much. Good strong berry fruit flavors, not overdone, though not an especially dry wine. Veering a little toward candy but not too much. And, late in the meal, some dark, toasty, minerally, really surprising complex tastes emerging that remind me of nothing so much as the excellent (and far more expensive) Syrahs and Grenaches made by Jaffurs in the Santa Barbara area. Definitely has California forwardness compared to most Spanish Tempranillos, but a really good wine for the money. If the dark complexity holds up or develops upon finishing the bottle over the next few days, this could be not just a very good, but a stunning, value. I plan to buy more if it's still available (this may have been purchased several months, perhaps even six months, back).

**2009 "The Wingman" California Shiraz (90%) / Viognier (10%),** County Fair Wines (Sebastopol, CA). \$6.99. On first opening, this has a classic Cotes-du-Rhone-like nose and mouth, with some autumn-leaf and slightly spicy components, dark berry fruits and very slight hints of mineral or tar. The mouthfeel is smoother and fuller than a generic Cotes-du-Rhone, and slightly glyceriny, probably due in part to the Viognier, which may be responsible for a bit of a floral, aromatic note (the label mentions tropical fruits). There's also more blueberry, a typical feature in some Syrahs (notably some Aussies, and Cornas). Reasonably well balanced, perhaps a little bit elegant though not velvety, with some relatively coarse tannin that feels loosely held in a fairly "watery" (not a criticism, and doesn't imply lightness) wine. Holds up well over a few days, too...mostly losing the leafy and floral elements, though, and some of the fresher berry elements. My son thought the label was "awesome"...it features a male harpy with a turn-of-the-century (1900ish) moustachioed face, cutaway revealing skeletal and visceral components, armor or stocking-clad human legs, wings of course...and various diagrams and quill-pen writing in a 19th century European calligraphic style. Quite weird and slightly pretentious...I would probably not normally buy a wine with this label, but a TJ's staffer recommended it, and rightly so. I bought two more bottles on a return visit. This

wine is an excellent value, and a fairly unusual wine. Closest comparison is probably certain mid-range (\$20ish) Australian Shirazes, but this is a bit less alcoholic and tannic, which may be good thing for current drinking.

**2010 "Panilonco" Merlot-Malbec, Colchagua Valley, Chile.**

\$4.99. Produced by Vinedos Errazuriz Ovalle. This is a great deal on a hearty but very drinkable red. It seems to me to have delicious ripe-tomato flavors in addition to a decent amount of berry fruit and somewhat chewy tannins, along with a teeny bit of darker, more complex flavor. I like it much better than the "Trader Joe's Coastal" Cabernets and Zins I've tried at the same price which have a similar overall profile, but are less balanced and have some foxy (Concord-grape-like) flavors and sometimes a slightly offputting amount of vegetality. Again, I could use another bottle or two.

**2010 La Finca Cabernet, Argentina.** \$3.99. This was great with burgers, both veggie and beef, at a Democratic Party barbeque. (It would probably be just as good at a Republican party barbeque.) I seriously doubt you will find a better red for \$3.99 anywhere, although TJ's Epicuro Salice Salentino is in the same price range, and as good (but different). Very drinkable, combines some blackberry and other dark fruit flavors with little tea and tarriness, medium body supported by a modicum of somewhat chewy tannin, a relatively loose structure but reasonably good balance. Most importantly, a wine you just want to drink more of, not a tiring overalcoholic or overbearing-with-fruit wine, but not wimpy either. Kind of like a good example of a less vegetal Bordeaux Superieur, but more enjoyable to drink than most Bordeaux superieurs I've ruin across even in the \$10-18 range, as the latter often have the flaw (possibly due in part to poor conditions during transport from Europe to the US) of being relatively full-bodied, strongly flavored, and decently tannic, but with something a bit bitter and austere, a slightly excessive hit of vegetality and olives on occasion, and more importantly, somewhat closed or unexpressive. I went back to get more and the labels were still on the shelves but all the La Finca wines, save five or six bottles of Chardonnay, were gone from the shelves. (They also



make a Merlot and a Malbec, and I think also another white, like a Pinot Grigio or Sauvignon blanc.) That tends to happen at TJ's---people identify the best bargains, and load up.

**2009 Trader Joe's Reserve Cabernet, Mendocino, California.** \$9.99. Vinted and bottled by DNA Wines, Ukiah, CA. Made from organic grapes. This wine is softer and more elegant than any of the above. On the other hand, at \$10 it doesn't really qualify as "cheap". I have had good luck with all the TJ's Reserve wines I've tried (besides this, two vintages of Dry Creek Reserve Cabernet (2008 and 2009) and a Dry Creek Reserve Zinfandel). This one indeed has plummy flavors as claimed on the label... I think of the dark purple-black-skinned plums with reddish-orange to pale-orange flesh. Add to that some clovish elements, dark berry fruit, hints of complexity, fine tannins in moderation, and you have a really nice wine, quite different from the Dry Creek cabernets, and I fancy showing some typically Mendocino characteristics and flavors. Ready to drink now, or age a few years; perhaps slightly low in acid and loose in structure for long aging, but it might be worth a try. Excellent value, distinctive, flavorful, and easy to drink Cabernet. Again, I plan to get two or three more bottles.

This entry was posted in [Wine](#) by [howard](#). Bookmark the [permalink](#).

Proudly powered by [WordPress](#)

# THE FERMENTED FRUIT

a wine blog about enjoying wine and drinking well for less.

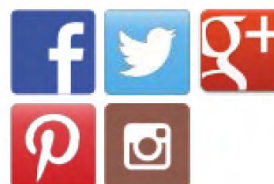
## La Finca Malbec Review | Trader Joe's

[5 Replies](#)

[La Finca Malbec](#) | [Trader Joe's Wine](#)



FOLLOW ME ON SOCIAL MEDIA!



Don't Miss An Ounce! Please  
Subscribe for Free E-mail  
Updates.

[unsubscribe](#)

If you recall from my recent review of the [Grifone Primitivo](#) I am on the hunt for the best wine values in the [Trader Joe's Wine Section](#). According to their **in-store wine specialist** the Grifone Primitivo topped the list and the **second best value available** is today's feature: the **La Finca Malbec** from Mendoza, Argentina.

The La Finca Malbec is produced from the vineyards of Finca La Cecilia which lie in the foothills of the Argentine Andes. While the increasingly popular Malbec varietal might trace it's roots to the Cahors region of Southern France, it is **Argentina that has succeeded in resurrecting Malbec**.



### Carter's Boys' or Little Boys' One...

**CA\$28.84** ~~CA\$41.23~~ Save on Apparel, Home Items, & More  
Macy's



They have brought it into the spotlight and subsequently the shopping carts of consumers all over the world today. Today there are many great Argentinean Malbec options available which represent great value, but how about the La Finca Malbec? For the **price of a Venti Latte**, how good could the La Finca Malbec really be? I must admit that I am somewhat skeptical!



### Kamik Girl's Spiffy Insulated Jacket

**\$71.73** Free Shipping with \$50 minimum purchase.  
REI



beek  
TODAY ONLY  
FREE SHIPPING  
NO MINIMUM PURCHASE  
flash  
SALE  
IN-STORE & ONLINE  
LIMITED EXCLUSIONS  
25% OFF  
REGULAR & SALE PURCHASES  
(20% OFF HOME & SHOES, 15% OFF COFFEE & SMALL APPLIANCES)  
SHOP NOW

#### CATEGORIES

[101 – Wine Tasting Tips and Etiquette](#)

[102 – Where To Buy Wine | My Guide](#)

[103 – Guide to Costco Wine](#)

[104 – Guide to Trader Joe's Wine](#)

[105 – Best Champagne for Mimosas](#)

[106 – Arsenic in Wine | List of Wines](#)

[107 – Corkage Explained | Be a](#)

**Appearance:** Medium purplish-red, but not quite as dark as most Malbec's.

## Cream of the Crop Royal Riviera®...



**\$36.99**

Treat Yourself With  
a Gourmet Gift!  
Harry & David



**Nose:** A nice nose with notes of raspberry, sweet plum, blackberry, menthol and toasted oak.

**On the palate:** This is medium bodied with a core of juicy red fruit. There are raspberry, plum and sour cherry notes making way to licorice and new wood. This isn't terribly complex nor is the mouthfeel incredibly refined but it is altogether drinkable and has decent Malbec personality. The finish is light, spicy and a bit astringent (due to high acidity).

**Varietal Composition:** Malbec

**Vintage:** 2013

**Origin:** Mendoza, Argentina

**Value Rating:** 4.5 / 5

**Where I got it:** [Trader Joe's](#) (Clarendon, Virginia)

**Price:** \$4.49

**Score:** 83

**Should you buy?** Although priced like a Venti Latte, the [La Finca Malbec](#) is actually pretty decent for the money. It isn't perfect, but it makes a nice inexpensive option to enjoy at the dinner table. **\*\*UPDATE:** There has been some negative feedback regarding the 2014 vintage of La Finca Malbec. It may be best to wait for the 2015 vintage to be released.)

[Pro!](#)

[108 – Guide to Moscato Wine](#)

[201 – Bordeaux Wine |](#)

[Explained](#)

[202 – Best Sangria Wine |](#)

[Simple Recipe](#)

[203 – Summer Wine | Pefect](#)

[Pours](#)

[Best Champagne and Sparkling  
Wines](#)

[Between \\$0.01 and \\$4.99 |](#)

[Reviewed](#)

[Between \\$10 and \\$15 |](#)

[Reviewed](#)

[Between \\$15 and \\$19.99 |](#)

[Reviewed](#)

[Between \\$20 and \\$29.99 |](#)

[Reviewed](#)

[Between \\$30 and \\$49.99 |](#)

[Reviewed](#)

[Between \\$5 and \\$9.99 |](#)

[Reviewed](#)

[Between \\$50 and \\$74.99 |](#)

[Reviewed](#)

[Between \\$75 and \\$150+ |](#)

[Reviewed](#)

[Bordeaux Wines – Reviewed](#)

[California Wines – Reviewed](#)

[Costco Wines – Reviewed](#)

[Cult Wines | The Future](#)

[Classics](#)

[Great Wines with Great Friends](#)

[International Wine Experiences](#)

[Kosher Wines](#)

[Red Wines](#)

[Sparkling Wines](#)

[Still White Wines](#)

[Top Wine Values](#)

[Trader Joe's Wine – Reviewed](#)

[Uncategorized](#)

[Under \\$10](#)

[Under \\$100](#)



[Under \\$15](#)

[Under \\$20](#)

[Under \\$250](#)

[Under \\$30](#)

[Under \\$5](#)

[Under \\$50](#)

[Under \\$75](#)

[Winery Visits](#)

[Wines Til Sold Out Wines I](#)

[Reviewed](#)

EST. 2011  
**LAST BOTTLE**  
WINE BAZAR

Want big discounts on wine without ever having to leave home? Check out Last Bottle Wines!

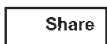
### Value Proposition – La Finca Malbec | Trader Joe's Wine

Oak aging is a notoriously expensive proposition and the La Finca Malbec has seen three months in oak. The oak treatment is very perceptible and likely fills out the wine a bit more than if it hadn't seen any time in oak. Having said that, it isn't overwhelmingly oaky by any means.

I initially tasted the La Finca Malbec and then enjoyed a glass with dinner and then tasted again afterwards without any food. This wine has a **pretty sharp acidity** which makes the finish a bit astringent when sipping alone. But the **core is nice and juicy with decent fruit** making this a great wine to enjoy with food. High acid wines are lower in alcohol (13% in this case) and go great with a meal and this bargain Malbec is no exception.

The bottom line is that the La Finca Malbec is **yet another good value** wine in the [Trader Joe's Wine Section](#) and for just the price of a Latte one that I would enjoy again with food in the future. And while your Latte is probably grossly overpriced, you can rest assured you're not overpaying for the La Finca Malbec.





This entry was posted in [Between \\$0.01 and \\$4.99 | Reviewed](#), [Red Wines](#), [Trader Joe's Wine - Reviewed](#), [Under \\$10](#), [Under \\$100](#), [Under \\$15](#), [Under \\$20](#), [Under \\$30](#), [Under \\$5](#), [Under \\$50](#), [Under \\$75](#) and tagged [Trader Joes La Finca Malbec](#), [Trader Joes Malbec](#) on [December 8, 2014](#).

[← Conn Valley Right Bank Review | Anderson's Conn Valley Vineyards](#)

[Gary Farrell Chardonnay Review | Russian River Selection →](#)

5 thoughts on "La Finca Malbec Review | Trader Joe's"



#### RECENT POSTS

- [Regusci Winery Merlot | Best Merlot Under \\$20?](#)
- [Mithra Cabernet Sauvignon 2012 | Mithra Wine Review](#)
- [Wise Acre Cabernet | Napa's Most Exclusive Cabernet?](#)
- [Kirkland Signature Reserva Rioja | A \\$7 Costco Rioja?](#)
- [Sara Bee Moscato | Sweet Wine at a Sweet Price?](#)
- [Cairdean Estate Winery | The Complete Package in Napa?](#)

Pingback: [Guide to Trader Joes Wine Prices With Top Selections - The Fermented Fruit](#)



Domitype

June 1, 2015 at 7:15 AM

Just had some tonight – while the color is good and nose is not bad, the overall taste and mouthfeel is VERY thin – almost not there at all. A bit more going on than purple colored water, but not much.

Will not buy any more of this one – a big disappointment from the usually good TJ wine selections.

[Reply](#) ↓



**The Fermented Fruit**

Post author

June 3, 2015 at 11:04 AM

I wonder if you got a bad bottle or maybe it was a new vintage?  
Take the unfinished bottle back to Trader Joe's and they will refund your purchase.

[Reply](#) ↓



Susan

November 27, 2015 at 11:49 PM

Totally agree. My husband oped up a bottle of La Finca (2014) tonite and he wouldn't drink it.

I tasted it too....not good. Poured it down the drain.

[Reply](#) ↓

**The Fermented Fruit**

Post author

[Seavey Caravina Cabernet | Second Wine, First Rate Quality](#)  
[Castello di Amorosa | Wines as Impressive as the Tour?](#)  
[Lokoya Winery | Raising The Bar for Terroir](#)  
[Phifer Pavitt Winery | Upgrade Your Date Night!](#)  
[Apothic Dark Versus the Popular Apothic Red](#)  
[Apothic Red Blend | Top Red Blends Under \\$10](#)  
[Black Stallion Cabernet | Top Cabernet's Under \\$20](#)  
[Anaba Wines Reviewed | Realizing a Dream in Sonoma](#)  
[Moscato Wine | Putting Popular Moscato Wines To The Test](#)

#### RECENT COMMENTS

[The Fermented Fruit on Regusci Winery Merlot | Best Merlot Under \\$20?](#)  
[The Fermented Fruit on Columbia Crest H3 Cabernet | Costco Wine Review](#)  
[The Fermented Fruit on Regusci Winery Merlot | Best Merlot Under \\$20?](#)  
[Angel on Regusci Winery Merlot | Best Merlot Under \\$20?](#)  
[Maria on Columbia Crest H3 Cabernet | Costco Wine Review](#)

#### ARCHIVES

Select Month



November 28, 2015 at 1:55 PM

Susan,

Thanks for the feedback. I'm sorry to hear that you didn't like the La Finca Malbec... The vintage I reviewed was the 2013, which was pretty decent for such a low price.

Instead of dumping it out in the future, you should return the opened bottle to Trader Joe's for a refund.

This isn't the first time I have had negative feedback regarding the 2014 vintage. I will make a note on my review.

Cheers and have a great holiday season!

Ryan

[Reply](#) ↓

## Leave a Reply

Your email address will not be published. Required fields are marked \*

Name \*

Email \*

Website

Comment



---

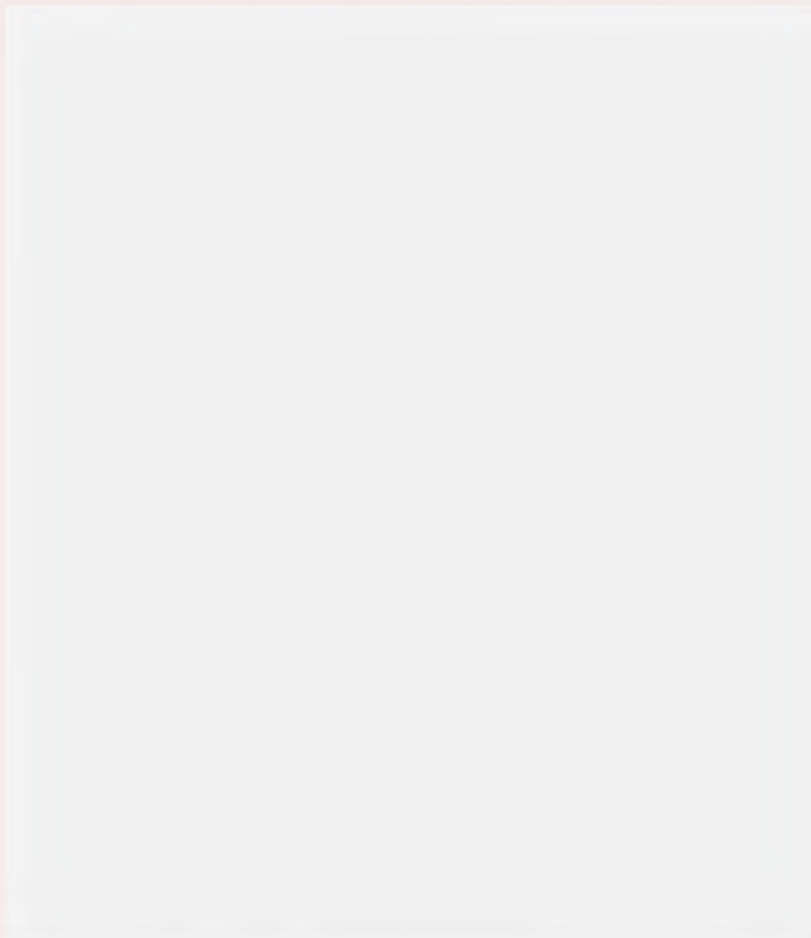
[Proudly powered by WordPress](#)



sexy 60 year old women



Navigate to...





La Finca wines from Trader Joe's

With Two-Buck Chuck heralded as the “everyman’s” wine I have become more open to the idea of deeply-discounted wines. To me, Two-Buck Chuck has always been a nice \$6 wine for \$2. Since I don’t drink \$6 wine unless there isn’t any beer available, Two-Buck Chuck is just something other people talk about, not something I experience myself anymore.

But a few months ago, Trader Joe’s Fearless Flyer fearlessly arrived in my mailbox and found its way onto my coffee table. While perusing it, I noticed some new wine they were promoting that goes by the name of La Finca and comes from Argentina. They sell these wines for \$3.99 and it caught my attention. The following questions ran through my head, in roughly this order:

1. If it’s \$3.99 could it be twice as good as Two-Buck Chuck?

2. If it's \$3.99 could it be like a nice wine that's normally \$12?
3. If it's \$3.99 could it be any good?

By the time I'd arrived at the third question I'd reached the point of mini-obsession and I just had to know what they'd be like. So I marched myself right over to TJ's and picked up a bottle each of the La Finca 2009 Malbec, La Finca 2009 Cabernet Sauvignon, and the La Finca 2009 Chardonnay.

I've drinking a lot of Malbec in the last six months as I'm going to write a post about Malbec one of these days. Anyway, the general conclusion I'm drawing about Argentinian Malbec involves the difference between "regular" Malbec and "reserve" Malbec and the old adage "You get what you pay for." Looking for one more notch in my Malbec bedpost, I dove right in as soon as I got home. And I was pleasantly surprised!

I found the La Finca 2009 Malbec to be very drinkable, very characteristic of Malbec from this region, and of pretty solid structure for a very young wine. Here is a little recap from twitter after I tweeted my usual "mini-review."

**grapesmart:** *Drinking 2009 La Finca Malbec from Trader Joe's for \$3.99. Was very skeptical—Chocolate nose, slightly acidic, low alcohol... kinda nice.*  
7:10 PM Oct 19th from TweetDeck

**happywineguy:** *@grapesmart so...is it a middle of the week wine or something good enough to pour for friends?*  
7:18 PM Oct 19th from TweetDeck in reply to grapesmart

**grapesmart:** *@HappyWineGuy Depends on your friends. It's acceptable for friends after the first bottle is gone. I have friends I could serve it to*



7:26 PM Oct 19th from TweetDeck

**grapesmart:** *@HappyWineGuy That is, if you're not embarrassed to serve a 2009 IN 2009*



7:29 PM Oct 19th from TweetDeck

**happywineguy:** *@grapesmart not at all. The Southern Hemisphere is a half year ahead of us on vintages. So a 2009 is not unacceptable. As a 2nd btl, ok.*

7:32 PM Oct 19th from TweetDeck in reply to grapesmart

**grapesmart:** @HappyWineGuy Thanks for teaching me something new about vintages! I had never thought about Southern Hemisphere being 6-months ahead!  
7:42 PM Oct 19th from TweetDeck

**happywineguy:** @grapesmart awww, that's what I do.



7:43 PM Oct 19th from TweetDeck in reply to grapesmart

Some time later I opened the La Finca 2009 Chardonnay. I wasn't really sure what to expect from an Argentinian Chardonnay, or a \$3.99 Chardonnay for that matter. I have to tell you, I was absolutely blown away by this wine. It is better than 95% of the Chardonnays I've ever had, including all the ones that are over \$30. My biggest concern was that since it doesn't taste like a typical Chardonnay—or even an unoaked Chardonnay where you'll (hopefully) find more of the Chardonnay grape showing off instead of the oak—that I was mistaken about how good it was. So, I called up Arianna (whom you may remember from such posts as: “I Don't Read Playboy for the Articles”, “Wine and... Food? Please! Pairings”, and “An Oak Barrel-less Barrel of Fun”), had her come over, and gave her a blind taste. I told her absolutely nothing about what she was drinking and handed her a glass of chilled white wine. I found her analysis to be extremely curious considering what I'd poured.

*Amazing balance, citrusy, apricot. Bright & crisp, no alcohol taste like you get in cheaper wines. I'd guess this is a Roussane or other white Rhone and that it's at least \$20. It tastes a little bit older, like a 2007.*

This kind of wine is the reason this blog exists. We try everything and point you to great values. This kind of value is rare. If you like white wine go stock up on this Chardonnay, you'll be glad you did. And if you're not, I'll buy the rest of yours off ya.

The story of La Finca comes to La Fin on a sadder note though... Last night I finally cracked the La Finca 2009 Cabernet Sauvignon and I have to say... meh. Not only was there nothing extraordinary, there was nothing ordinary. Well maybe not nothing, because the underlying flavors were nice (cherry and blackberry I think), but I had to fight through minerality, alcohol taste, and that dreaded cheap-red-wine-toothiness to get to them and my taste buds were fatigued before I even finished the first swallow. I wonder if it sat in the bottle a while longer



(maybe a year or two) if it would get better. I also wonder if it will be better tonight than it was last night (I'll keep you posted if it is).

At any rate, the moral of the story is to drink lots of wine so you can figure out what you like and what you don't like... and then buy lots of what you like when it goes on sale.

La Finca wines from Trader Joe's With Two-Buck Chuck heralded as the "everyman's" wine I have become more open to the idea of deeply-discounted wines. To me, Two-Buck Chuck has always been a nice \$6 wine for \$2. Since I don't drink \$6 wine unless there isn't any beer available, Two-Buck Chuck is just something other people talk about, not something I experience myself anymore.

But a few months ago, Trader Joe's Fearless Flyer fearlessly arrived in my mailbox and found its way onto my coffee table. While perusing it, I noticed some new wine they were promoting that goes by the name of La Finca and comes from Argentina. They sell these wines for \$3.99 and it caught my attention. The following questions ran through my head, in roughly this order:

If it's \$3.99 could it be twice as good as Two-Buck Chuck?

If it's \$3.99 could it be like a nice wine that's normally \$12?

If it's \$3.99 could it be any good?

By the time I'd arrived at the third question I'd reached the point of mini-obsession and I just had to know what they'd be like. So I marched myself right over to TJ's and picked up a bottle each of the La Finca 2009 Malbec, La Finca 2009 Cabernet Sauvignon, and the La Finca 2009 Chardonnay.

I've drinking a lot of Malbec in the last six months as I'm going to write a post about Malbec one of these days. Anyway, the general conclusion I'm drawing about Argentinian Malbec involves the difference between "regular" Malbec and "reserve" Malbec and the old adage "You get what you pay for." Looking for one more notch in my Malbec bedpost, I dove right in as soon as I got home. And I was pleasantly surprised! I found the La Finca 2009 Malbec to be very drinkable, very characteristic of Malbec from this region, and of pretty solid structure for a very young wine. Here is a little recap from twitter after I tweeted my usual "mini-review."


grapesmart: Drinking 2009 La Finca Malbec from Trader Joe's for \$3.99. Was very skeptical—Chocolate nose, slightly acidic, low alcohol... kinda nice.

7:10 PM Oct 19th from TweetDeck

happywineguy: @grapesmart so...is it a middle of the week wine or something good enough to pour for friends?

7:18 PM Oct 19th from TweetDeck in reply to grapesmart

grapesmart: @HappyWineGuy Depends on your friends. It's acceptable

for friends after the first bottle is gone. I have friends I could serve it to  


7:26 PM Oct 19th from TweetDeck

grapesmart: @HappyWineGuy That is, if you're not embarrassed to serve a 2009 IN 2009



7:29 PM Oct 19th from TweetDeck

happywineguy: @grapesmart not at all. The Southern Hemisphere is a half year ahead of us on vintages. So a 2009 is not unacceptable. As a 2nd btl, ok.

7:32 PM Oct 19th from TweetDeck in reply to grapesmart

grapesmart: @HappyWineGuy Thanks for teaching me something new about vintages! I had never thought about Southern Hemisphere being 6-months ahead!

7:42 PM Oct 19th from TweetDeck

happywineguy: @grapesmart awww, that's what I do.



7:43 PM Oct 19th from TweetDeck in reply to grapesmart

Some time later I opened the La Finca 2009 Chardonnay. I wasn't really sure what to expect from an Argentinian Chardonnay, or a \$3.99 Chardonnay for that matter. I have to tell you, I was absolutely blown away by this wine. It is better than 95% of the Chardonnays I've ever had, including all the ones that are over \$30. My biggest concern was that since it doesn't taste like a typical Chardonnay—or even an unoaked Chardonnay where you'll (hopefully) find more of the Chardonnay grape showing off instead of the oak—that I was mistaken about how good it was. So, I called up Arianna (whom you may remember from such posts as: "I Don't Read Playboy for the Articles", "Wine and... Food? Please! Pairings", and "An Oak Barrel-less Barrel of Fun"), had her come over, and gave her a blind taste. I told her absolutely nothing about what she was drinking and handed her a glass of chilled white wine. I found her analysis to be extremely curious considering what I'd poured.

Amazing balance, citrusy, apricot. Bright & crisp, no alcohol taste like you get in cheaper wines. I'd guess this is a Roussane or other white Rhone and that it's at least \$20. It tastes a little bit older, like a 2007. This kind of wine is the reason this blog exists. We try everything and point you to great values. This kind of value is rare. If you like white wine go stock up on this Chardonnay, you'll be glad you did. And if you're not, I'll buy the rest of yours off ya.

The story of La Finca comes to La Fin on a sadder note though... Last night I finally cracked the La Finca 2009 Cabernet Sauvignon and I have

to say... meh. Not only was there nothing extraordinary, there was nothing ordinary. Well maybe not nothing, because the underlying flavors were nice (cherry and blackberry I think), but I had to fight through minerality, alcohol taste, and that dreaded cheap-red-wine-toothiness to get to them and my taste buds were fatigued before I even finished the first swallow. I wonder if it sat in the bottle a while longer (maybe a year or two) if it would get better. I also wonder if it will be better tonight than it was last night (I'll keep you posted if it is). At any rate, the moral of the story is to drink lots of wine so you can figure out what you like and what you don't like... and then buy lots of what you like when it goes on sale.

POSTED ON JANUARY 12, 2010 BY ARIANNA ARMSTRONG IN WINES FROM THE GROCERY STORE

Name \*

Email \*

Website

Your Comments





## FIND ARTICLES



## Catch Up On Reading



**September 04, 2015—Fearlessly Archived—Still a fun read; price & availability may have changed.**

The **La Finca Wines** you'll find at Trader Joe's begin their journey as grapes from San Carlos, in Mendoza's Uco Valley. The high elevation (2,700 - 3,600 feet above sea level), relatively cool climate, long growing season, and rich, clay soils make this one of the most revered wine regions in Argentina. They also provide ideal conditions in which to cultivate Malbec, wine that's often referred to as *the* wine of Argentina.

**La Finca Malbec** is a vibrant example of that symbiotic relationship between country and varietal. With its stunning purple hue, it's striking in the glass. An intense bouquet of blackcurrant, vanilla, and spices leads to surprisingly soft, delicate flavors of ripe fruits and silky, lingering tannins. This is an ideal wine to enjoy with red meat, just off the grill, or red sauced pasta dishes. Our price of **\$4.49\*** for each 750ml bottle makes it an ideal wine to enjoy just about any time at all.

\* **La Finca Malbec** is currently available in Trader Joe's stores where wine is sold. It is \$4.49 plus tax unless otherwise noted here: CA: \$3.99; OH, NH, GA, FL: \$4.99. Alcohol availability & price may vary due to state laws, taxes, shipment fees & other such stuff.

[Add to Shopping List](#)

Palate Piqued? Perhaps you'd enjoy:



[Pizza Party](#)



[Invite The Neighbors Over](#)



[Make Alternative S'Mores](#)

Related Items: [vegan](#) , [Intense Flavor](#) , [silky tannins](#)



0

Tweet

Pin it

## QUESTIONS

[Contact Us](#)

[FAQs](#)

[Sitemap](#)

## DIETARY LISTS

[Gluten Free](#)

[Kosher](#)

[Vegan](#)

## LEGAL STUFF

[Terms of Use](#)

[Privacy Policy](#)

[Transparency in Supply Chains Act](#)

## TJ'S E-NEWSLETTER SIGN UP

Want more product stories, funky recipe ideas and a first look at the Fearless Flyer? Sign up to receive the Trader Joe's E newsletter:



[ABOUT SARA GIBONEY](#)

[CONTACT](#)

[SPONSOR](#)

[ARCHIVE](#)

## TRADER JOE'S HAULS - MARCH 2014

I've been to Omaha twice in the past two weeks, which means I've been to Trader Joe's twice in the past week two weeks.

Since I live in Kearney, a smallish town that doesn't have a lot of options for affordable health food, I hit up TJ's every time I'm in a city that has one.

My mom and I stopped at TJ's the day after we went to the [Jillian Michaels' Maximize Your Life Tour](#).

Never miss a post!



**sweet-success**  
Sweet Success

Follow



I had a short list of items I needed - almond flour, coconut oil spray and almond butter. Almond flour and almond butter are significantly cheaper at TJ's than any stores in my hometown. There isn't anywhere you can buy coconut oil spray in Kearney.





The rest of the items I bought were things I came across and decided to pick up. A spaghetti squash (for some reason these have been hard to come buy at my regular grocery stores), naan (super cheap at TJ's and made with few ingredients) and sprouted grain bread (way cheaper than Ezekiel bread).





I also picked up sea salt crystals with a grinder. I use sea salt in a lot of recipes, but I thought it might be fun to experiment with sea salt crystals.





I also picked up some goodies. I bought Dark Chocolate Covered Powerberries, which are so delicious. I love the bitter dark chocolate with the super sweet berries. I don't have to eat a ton to satisfy my sweet tooth.





TJ's Coconut Cashews are like candy. They are so sweet and crunchy. I have a little trouble only eating the suggested serving size. Soooo good!

My second trip to TJ's was just a week later when **the BF and I were in Omaha for a play**. Believe it



or not, I had another list already.



I picked up another jar of almond butter because I go through this stuff fast. I put almond butter on everything. I also bought a jar of coconut oil because when I got home from my first TJ's trip, I realized

that I was running low.



I also realized I was running low on fish oil supplements, so I bought some omega-3 supplements. I've never bought the Trader Joe's brand, but I read that just like buying fresh fish, you need to buy fish oil



supplements that are made from wild caught fish.



A few of the bloggers that I follow like eating crystallized ginger candy to satisfy a sweet tooth or before running to help settle the stomach. Ginger helps with digestion and stomach issues. I picked up some



candied ginger to give them a try.



My last impulse purchase was two bottles of wine. I bought the TJ's brand La Finca malbec and tempranillo, both Argentinian wines, which are my fave. And the wines were only \$3.99. There were a

lot gone off the shelves, so I'm taking that to mean they are good (or just super cheap).

Both trips were successful and I've already been enjoying some of my purchases!

What are your fave things to buy at Trader Joe's?



1 year ago

**Tagged:** #sweet success #food #eat #cook #bake #health #healthy eating #healthy living #Trader Joe's #shopping #groceries

© SWEET SUCCESS 2011–2015

SIMPLIST TUMBLR THEME BY PRECRAFTED



Tr

Genius can completely  
change the game.

 **Gap International**  
Partners In Exceptional Growth



**Glenn Llopis**

CONTRIBUTOR

*Solving the leadership identity crisis to enable unseen opportunities*

[FOLLOW ON FORBES](#)

Opinions expressed by Forbes Contributors are their own.



FULL BIO




With 344 food stores in 25 states and Washington, D.C, [Trader Joe's](#) is a perfect example of how to gain a competitive advantage in a crowded space by embracing the immigrant perspective. Trader Joe's first opened its doors in 1967 in Southern California and today their [circular vision](#) to food retailing has kept their linear-thinking competitors on the run. In fact, they take pride in not doing (or following) what their competitors do.

At a time of one of the most profound shifts in America's population, Trader Joe's has proven how cultural awareness can cultivate business growth, and a grass-roots marketing niche that draws viral consumer activity. As noted in a recent [CNN article](#), Trader Joe's is a quiet, private and savvy retailer. Their non-conventional culturally-tailored approach and attitude is one that is deeply embedded in the roots of their business model: from their packaging, product selection, store layout and graphics, to their vendors, employees and management. The Trader Joe's brand is diversity on steroids.

Recommended by Forbes



A promotional graphic for the "Leveraging Genius Conference". It features a dark teal background. At the top, the text "Genius can completely change the game." is written in white and yellow. Below this, the conference details are listed: "The Leveraging Genius Conference", "February 22-26, 2016", "The Phoenician", "Scottsdale, Arizona". A red button with the text "Contact Us" is positioned below the details. At the bottom, the "Gap International" logo is displayed with the tagline "Partners In Exceptional Growth". The central visual is a white silhouette of a hand holding a yellow sphere, with a white arrow indicating a circular path around the sphere.



Photos: [Dr. Oz's Bestselling Health Foods](#)

Trader Joe's is a treasure hunt for their consumers and they take pride in keeping the experience fresh and unique. Originality is their middle-name. From how they rotate product shelves and placement (they will literally change the schematic and traffic flow of their stores 180 degrees), to their unique product selections that are sourced from some of the most unfamiliar lands in the world, Trader Joe's takes creativity and innovation to another level. Their average store size is 8000 to 12000 square feet and designed to be modular. This feature alone keeps competitors off-balance, because they can't retaliate. At Trader Joe's you feel that you are shopping in a high-end farmers market.

Trader's Joes embodies the *entrepreneurial spirit* in everything they do (just like their Founding Father, [Joe Coulombe](#)). They are fearless in their approach to retailing and they are experts at explaining their unique product offerings to their customers with clever point-of-sale signage on the shelves (that many of their own employees create).

Genius can completely change the game.

The Leveraging Genius Conference

February 22-26, 2016  
The Phoenician  
Scottsdale, Arizona

Contact Us

Gap International  
Partners In Exceptional Growth





Additionally, they offer the most consumer-friendly monthly newsletter, titled *The Fearless Flyer* that shares recipes, product origin stories and other non-traditional insights that further promote the treasure-hunt experience. They are *passionate* about introducing something new that in turn challenges potentially new and existing vendors to remain active in their innovation efforts.

Trader Joe's has mastered their business model, but they are never satisfied. In fact, they are always looking for new ways to push new ideas as they feel a deep sense of responsibility to satisfy their consumers. Their *generous purpose* is to listen and to carefully respond to the needs of those they serve. In fact, they encourage consumer feedback and ask that consumers complete a simple response card that is available at the front counter of every store. Trader Joe's is diligent about maintaining the standards of their *cultural promise*.

Trader Joe's sees opportunity everywhere, just like the *immigrant leader*. They will partner with their vendors and create opportunities beyond the obvious. For example, all Trader Joe's shoppers know about "two-buck chuck." The \$2.00/per 750ml bottle of Charles Shaw branded wine that has been used to introduce a good quality low cost entry price point has attracted new consumers to the category.



Trader Joe's has leveraged the success of the Charles Shaw program (nearing 500 million bottles in sales since its launch) into expanded wine selections that many praise to be one of the best selections amongst food retailers.

Beyond wine, Trader Joe's shelf-stable, refrigerated and produce selections, while limited, is expansive in cultural variety and selections. This is apparent in the melting pot of consumers that shop at Trader Joe's. But these product selections are not merely attempts to attract a growing multicultural population. These are intentional forward-thinking strategic decisions to create an authentic and meaningful relationship with the fastest growing consumer groups in America



Genius can completely change the game.

The Leveraging Genius Conference  
February 22-26, 2016  
The Phoenician  
Scottsdale, Arizona

Contact Us

Gap International  
Partners In Exceptional Growth

(ie. Asians, Indians, Hispanics, etc.). And it is apparent that Trader Joe's carefully addresses their diverse consumer needs in their research & development efforts: from product quality, product origin, packaging to the subtle attention to detail that cater to the cultural nuances of this consumer. Trader Joe's knows these consumer groups are loyal and incredibly viral within their own communities.

If you are a Chief Strategy Officer, small business owner, or entrepreneur that wants to understand the intricacies of how to grow or build a business by committing yourself to a culturally rooted strategy, follow Trader Joe's. Since they don't conduct public interviews or share their strategies, just shop the stores and pay close attention. The secrets are all in plain view on the shelves and within their consumer base. Enjoy the treasure hunt and visit their product demonstration stands for a taste of their authenticity!

May this immigrant perspective serve you well!

6

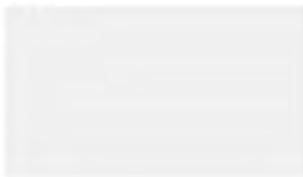
Comment on this story

## SEE ALSO

- [MOST PROFITABLE SMALL BUSINESSES](#) >
- [TRADER JOE'S BEST PRODUCTS](#) >
- [TRADER JOES STOCK](#) >
- [TOP BUSINESSES TO START](#) >

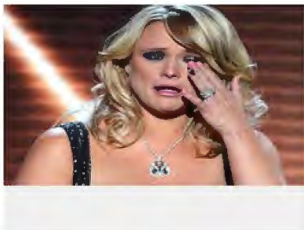
## PROMOTED STORIES

Ads by Gravity ▾

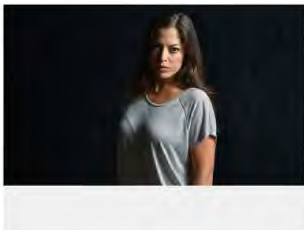




**10 Celebs You Had No Clue Were Married To Each**



**Miranda leaves fans and Blake in disbelief. Was this**



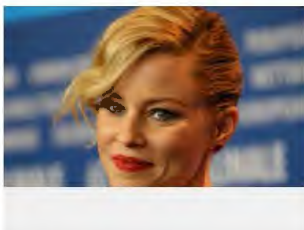
**Here's Why You Should Stop Googling Names**



**Inside the tiny house revolution**



**Insanely Intelligent Hollywood Celebs**



**25 Ivy League Educated Celebrities - #6 Is Hard to**



**How People are Paying Next to Nothing for Brand**



**Near Retirement? Buffett Has 11 Rules for You**

false



ALL THINGS WONDERFUL FROM TRADER JOE'S

# THINGS I LOVE AT TRADER JOE'S

## ABOUT

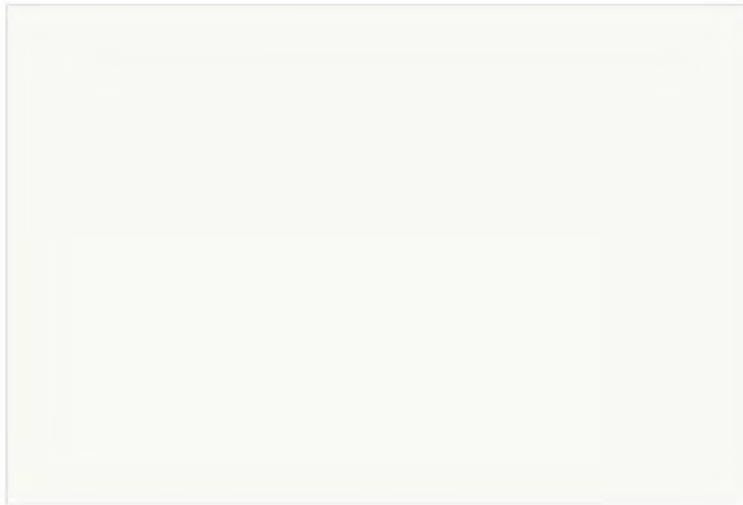


Tag Archives: Fearless Flyer

2 CT

## The Fearless Flyer: Info that's delicious and easy to digest

I'm a devoted reader of Trader Joe's Fearless Flyer, an episodic pleasure pamphlet of tasty treats, vintage graphics and witty writing. When it's achingly punny, I love it even more.



## FOLLOW THINGS I LOVE AT TRADER JOES VIA EMAIL

Enter your email address to follow this blog and receive notifications of new posts by email.

Join 306 other followers

## ON FACEBOOK



Follow

## ON TV

Happy H...  
thingsilov...  
https://t...

Unapolog...  
https://t...

## Follow "Things I love at Trader Joe's"

Get every new post delivered to your Inbox.

Join 306 other followers



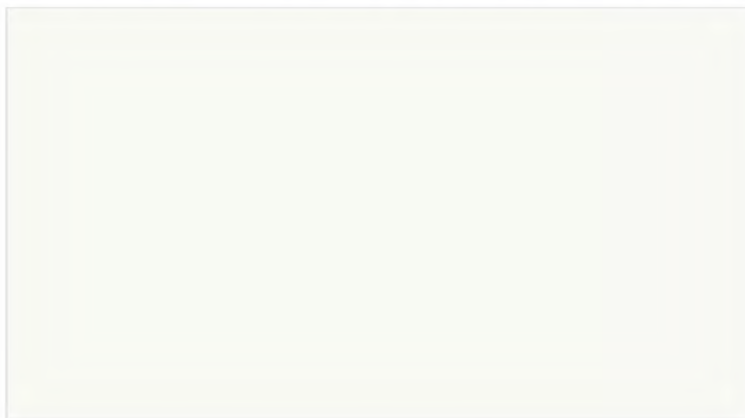
Let the celebration begin

I see the Fearless Flyer as the Comedy Central of catalogs. The Daily Show puts a humorous spin on serious politics just like Trader Joe's gives the descriptions of serious food products a literary joie de vivre. It's a gastronomic comic book where the hero always wins, and the hero is you.

One example, the first paragraph in the description of **Organic Brined Whole Chicken**:

*"In theory, roasting a whole chicken is a simple enough venture. You put the chicken in the oven, wait a while and you have a roasted chicken. Reality, though, is a bit more complex. You want flavor, You want moist, tender meat. And you want it to be easy. Trader Joes Organic Brined Whole Chicken gets you everything you want ... in a chicken."*

It's no wonder that each new edition of FF is a highly anticipated event, as exciting as a "free chocolate" promotion or the launch of a new Apple device.



RT @jver  
released  
Chocolate  
https://t.

RT @divi

Build a website with WordPress.com

RT @PreventionMag: 4 ways to start exercising when you're carrying extra weight: spr.ly/6019Breot https://t.co/KRdTJ7RuY5 1 week ago

Follow @TraderJoesKC

## PIN THIS POST!

Pin It

## ON PINTEREST

[Things I Love at Trader Joe's](#)

## BLOGROLL

- And it's....Trader Joe's official site!
- Bucket List Publications
- Confessions of a Trader Joe's Junkie
- Cooking with Trader Joes
- Living Trader Joe's
- Tracking Trader Joes
- Trader Joe's Candy Blog
-





Table of fearlessness

Thank you, Trader Joe's. I can't wait for the next mouth-watering edition!

And thank **you** for reading and following [Things I Love at Trader Joe's!](#)

Are you a Fearless Flyer fan, too? If so, what are some of your favorite lines?

Follow Things I Love at Trader Joe's on Twitter: [@TraderJoesKC](#)

Follow Things I Love at Trader Joe's on Pinterest: [Trader Joe's](#)

**Related Links:**

[Fearless Flyer online](#)

[Club Trader Joe's likes Fearless Flyer](#)

[How Trader Joe's uses content marketing to keep customers coming back](#)

**Share this:**

Twitter  Facebook  Email  Pinterest **1**

Like

Be the first to like this.

Tags: [blog](#), [cartoons](#), [catalog](#), [Comedy Central](#), [Daily Show](#), [Fearless Flyer](#), [food](#), [food writing](#), [funny](#), [humor](#), [jokes](#), [joking](#), [newsletter](#), [puns](#), [Trader Joes](#), [writing](#)

**COMMENTS**

[Leave a Comment](#)

**CATEGORIES**

[misc.](#), [Quick and easy](#)

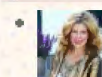
Trader Joe's List

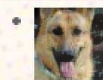
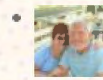
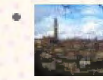
- [What's good at Trader Joes?](#)

**CATEGORIES**

Select Category

**THINGS I LOVE AT TRADER JOE'S COMMUNITY**













## ARCHIVES

---

Select Month

## THINGS I LOVE AT TRADER JOES CLOUD

---

[Asian](#) [Beverage](#) [Breakfast](#) [Chicken](#)  
[Coffee](#) [condiment](#) [Dairy](#) [Desserts](#) [dill](#)  
[Dinner](#) [Drink](#) [Frozen foods](#) [Fruit](#) [Gen](#)  
[Healthy](#) [Janet meal](#) [misc.](#) [pickles](#)

## [Quick and easy](#)

[Raw](#) [recipe](#) [recipes](#) [Salty](#) [sandwich](#)

[Sheila](#) [side dish](#) [Snack](#) [Soap](#) [stove top](#)

[Summer](#) [Sweet](#) [tea](#) [Toiletries](#)

[Uncategorized](#) [Vegan](#)

[Vegetables](#) [Vegetarian](#)



Advertisement



Advertisement



## Trader Joe's Marketing Savvy : Business: The South Pasadena-based grocery chain's Fearless Flyer mailer uses humor and food trivia to make the sale.

April 11, 1990 | BRAD HAUGAARD | Haugaard is a Monrovia free-lance writer.

Among the advertisements for the 1987 Merlot de Bordeaux, the natural yeast and garlic wafers for dogs and cats and the 96% fat-free chicken chili is a turn-of-the-century woodcut featuring 10 dogs seated at a formal dinner table.

"Bone appetit!" the caption says.

It's a characteristic quip from Trader Joe's Fearless Flyer, an overgrown advertising circular that regularly lands in the mailboxes of 350,000 San Gabriel Valley households.

The Flyer, distributed in one form or another for 23 years by the South Pasadena-based specialty grocery chain, is not your everyday supermarket mailer. There are no glossy photographs and it touts no sale prices, because the company doesn't have sales. It is printed on inexpensive, recycled newsprint, uses 19th-Century woodcuts fashioned into quirky cartoons, and has a breezy editorial voice that dishes out equal parts self-promotion and food trivia.

For example, for anyone baffled by the difference between prawns and shrimp, the Flyer explains that prawns are larger and are grown in fresh water, while shrimp are exclusively from salt water. And if you want to know the top apricot producer in the world (it's Turkey), you'll find the answer on the front of the April, 1990, issue.

### FROM THE ARCHIVES

Trader Joe's Founder Joins Sport Chalet : Retailing: Joe...

February 23, 1995

## \$2,577 Business Class

[wholesale-flights.com/Quote](http://wholesale-flights.com/Quote)

Fly to London - Paris - Rome & More  
Request a Quote Now, It's Free!

## Online Groceries

[yummy.com](http://yummy.com)

Yummy.com Delivers  
Groceries in About 30  
Minutes!

It's called informational marketing, and Steven Koff, president of the Southern California Grocers Assn. in Los Angeles, said Trader Joe's has put its own spin on the technique, which he believes is the trend of the future in grocery advertising.

Koff said he believes Trader Joe's homespun, humorous approach is unique in Southern California. Other local specialty markets take a different tack. Bristol Farms in South Pasadena puts on free cooking classes to familiarize customers with its products, said Jody Munoz-Flores, community relations manager for Bristol Farms. The company also publishes an informational wine flyer and weekly newspaper inserts.

Chris Albright, a co-owner of Pasadena-based Jurgensen's Grocery Co., said his firm features informational advertising in its occasional Vineyard Voice and Epicurean newsletters. But Jurgensen's handouts do not contain any Trader Joe's-style humor, said Albright, who thinks the Fearless Flyer is "hilarious."

Project manager Pat St. John, who produces the Flyer with graphic artist Sonny De Guzman at the

company headquarters, said Trader Joe's founder, Joe Coulombe, started the Flyer in 1967 as a photocopied handout on imported wines. St. John described Coulombe, now retired from the company, as "a genius with an off-the-wall sense of humor."

The Flyer's illustrations are culled from old periodicals such as Frank Leslie's Sunday Magazine and Girl's Own Paper, and from adventure books, including "The Boy Traveler in Mexico" and "The Young Nimrods in North America." They are fashioned into cartoons by the addition of sometimes corny captions.

One features a public television announcer saying: ". . . and after Mme. Julia Child has shown us how to make *tarte aux pommes* for your holiday dinner, we'll switch to the Los Angeles Coliseum, where the Raiders will show us how to make turnovers."

Another pictures two women in conversation. One declares: "It's an annual post-holiday seasonal adjustment. It involves recalculation of fuel intake in relation to energy expenditures, and takes into account specific maintenance requirements, with an eye to lowering the level of questionable constituents." Her companion replies: "Yes, I'm on a diet, too!"

As Trader Joe's expanded to a chain of 32 stores throughout California, the Flyer also grew. Now, St. John said, it comes out five times a year, contains 20 pages, features 80 to 100 products per issue and is mailed to 3.5 million households in California.

The newsletter is an effective sales tool, said Mike Parker, senior vice president at Trader Joe's. Each time the Flyer comes out, he said, the stores experience a substantial increase in business for about two weeks; the size of the spurt varies according to the products advertised.

Koff of the grocers association said Trader Joe's has "established a good clientele that looks forward to (the Fearless Flyer) and appreciates it."

## Cole Haan Deacon Calf Hair Loafers...

**\$103.95** ~~\$198.00~~ Save on Apparel, Home Items, & More

[Macy's](#)

Reader response is mostly favorable, St. John said, though some people have written in to say: "You mean to tell me you cut down a tree for this?"

As for St. John, she liked one Coulombe cartoon so well that she used it twice, most recently in the June, 1989, issue. The cartoon, appearing next to advertisements for oatmeal cookies and Pirouline mint wafers, shows an academic-looking gentleman droning on in front of a classroom full of young men: "Providing that the motion is under a constant force, the kinematics of the situation dictate that, as the molecular friction resists the momentum of the sheer component, intolerable vectors develop in a semirigid medium--and that's how the cookie crumbles!"

## Wayfair: Official Site

[wayfair.com](#)

A Zillion things Home. 7 Million Satisfied Customers and Counting!

---

### From the Web

Sponsored Links by Taboola





**Top 15 Youtube Millionaires**  
Buzzle.com



**6 Kinds of Skin Cancer and Their Symptoms**  
Health Central



**Top 15 Stars Who Are Much Older Than You Thought**  
POPHitz



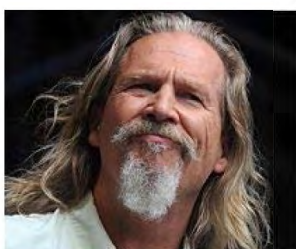
**38 Celebs With The Highest IQ's in Hollywood**  
Your Daily Dish



**Check the 15 most beautiful women in the world**  
Bacalao



**30 People You Completely Forgot Were In "Harry Potter" Movies**  
Refinery29



**Jeff Bridges' Magnificent Home Is Beyond Stunning**  
Lonny



**Thinking of Selling Your Home? Get Rid of Granite**  
Reviewed.com

**MORE:**

Seizure Led to FloJo's Death

His 104 scores make his case

Restaurant review: South Beverly Grill

Brutal Murder by Teen-Age Girls Adds to Britons' Shock

Comaneci Confirms Suicide Attempt, Magazine Says





[Home](#) > [FAQs](#)

## General Information

Curious why we wear hawaiian shirts? Often wonder why we ring the bell in our stores? Click on a question below for some answers!

- + [Do you sell your products or gift cards online?](#)
- + [What can I do to bring a Trader Joe's to my neighborhood?](#)
- + [Where can I find the hours for a Trader Joe's store?](#)
- + [Does Trader Joe's offer franchising opportunities?](#)
- + [Is Trader Joe's publicly traded?](#)
- + [Does Trader Joe's donate product to or sponsor events?](#)
- + [Do you have weekly specials or sales on your products?](#)
- + [Why do the product selection and prices vary from state to state?](#)
- + [Why does TJ's frequently discontinue products?](#)
- + [Why do you guys wear those Hawaiian shirts?](#)
- [What is a Fearless Flyer?](#)

The Fearless Flyer doesn't fit neatly into just one category—as with most other good things. Is it a newsletter? A catalog? A comic-book? Yes, yes, and perhaps even yes! The Flyer abounds with product stories that are at times fascinating and amusing. Beyond the intrigue and chuckles, our ultimate goal is to keep you well-informed about our products so that you can easily find what you want next time you stop in to shop. TJ's Fearless Flyer is available in print (for free) and online (also free) eight times a year. You can subscribe to get it delivered right to your door or inbox [here](#).

[+ How do I get off of your mailing list for the printed Fearless Flyer and/or your Electronic Newsletter email?](#)

[+ How is shopping at Trader Joe's different from what you may be used to in other supermarkets?](#)

[+ What do the bells mean at my local Trader Joe's?](#)

## QUESTIONS

[Contact Us](#)

[FAQs](#)

[Sitemap](#)

## DIETARY LISTS

[Gluten Free](#)

[Kosher](#)

[Vegan](#)

## LEGAL STUFF

[Terms of Use](#)

[Privacy Policy](#)

[Transparency in Supply Chains Act](#)

## TJ'S E-NEWSLETTER SIGN UP

Want more product stories, funky recipe ideas and a first look at the Fearless Flyer? Sign up to receive the Trader Joe's E newsletter:

CONTENT MARKETING (HTTP://WWW.BUSINESS2COMMUNITY.COM/CONTENT-MARKETING)

# How Trader Joe's Uses Content Marketing To Keep Customers Coming Back

by Scott Aughtmon (http://www.business2community.com/author/scott-aughtmon) October 15, 2012

Follow @rampbusinesses

82 SHARES

▲ Interesting ▼ Not Interesting

You are about to see that Content Marketing can be much more than you have probably thought it could be.

I'll going to reveal this to you by using an interesting example: a very popular, national grocery store called "Trader Joe's." I don't know if you're fortunate enough to have a Trader Joe's (http://www.traderjoes.com/) near you, but my wife is in love with the place!

For those of you who don't know what it is, it's a privately owned chain of specialty grocery stores which are headquartered in Monrovia, California.

As of last October, Trader Joe's had a total of 367 stores. Almost half of its stores are in California, but the company also has locations in 30 other states and Washington, D.C. (Source: wikipedia (http://en.wikipedia.org/wiki/Trader\_Joe%27s))

The inside of the stores usually have walls decked with cedar planks and their employees are dressed in Hawaiian shirts, so it has a whole tropical vibe to it.

Most importantly, and why my wife and so many others like it, is because they have hard-to-find, great-tasting, foods at really amazing prices. The other thing that makes them unique is that they mainly sell private labeled "Trader Joe" products.

So what you need to understand right upfront is that it's a unique store and that sells high-quality products.

But where does the content marketing into play?

Their "Secret Weapon:" The Fearless Flyer Newsletter

Trader Joe's uses content marketing via a special newsletter they mail out regularly called "The Fearless Flyer."

Listen to how they describe it: "A cross between Consumer Reports and Mad Magazine, The Fearless Flyer is kind of like a newsletter, a catalog and a bit of a comic book all at the same time. It's our chance to give you loads of interesting (hopefully) information about our products. And along the way, we like to toss in some witty (we try) tidbits and even a few old-fashioned cartoons."

Important facts about the Trader Joe's "Fearless Flyer":

- Trader Joe's first customer newsletter was called "The Insider Report." It was introduced way back in 1970. In it, they told stories about wines they sold.
- Customers wanted one of these so badly, they even paid 5 cents for it!



Take this 5 minute Marketing Automation Assessment (http://www.demandlab.com/marketing-automation-self-assessment/40022)



AD

SPONSORED

A cool new way to store your pics and vid (https://revenue.com/s/\_/w:0/u:155820/e:78343 Sponsored by Western Digital (https://revenue.com) - People want a place where they can store all their digital stuff, share it with people, and have easy access to it from ... (https://revenue.com/s/\_/w:0/u:155820/e:78343/))

## 29 Checklists & Cheat Sheets to Make Marketers' Lives Easier

310 1 (http://www.business2community.com/marketing/checklists- cheat-sheets-make-marketers-lives-easier-01399754)

## 2016 Predictions: New (and Ongoing) Remarkable Content Trends

44 1 (http://www.business2community.com/content-marketing/2016-predictions-new-ongoing-remarkable-content-trends-01399642)

AD

(https://revenue.com/s/\_/w:0/u:155820/e:7934 (https://revenue.com/s/\_/w:0/u:155820/e:7934

## Forrester Report: You Can Choose from Many Infrastructure Options – Maybe Many

(https://revenue.com/s/\_/w:0/u:155820/e:7934 Sponsored by Revenue.com

## 4 Holiday Shopping Trends That Will Affect Your Business This Year

37 (http://www.business2community.com/consumers-marketing/4-holiday-shopping-trends-will-affect-business-year-01396036)

## Understanding the Cost of Not Doing (the) Personas

36 (http://www.business2community.com/marketing/understanding-the-cost-of-not-doing-the-personas-01399754)

- The newsletter changed from the "Insider Report" to the "Fearless Flyer" in 1985. Since that time it has been free and still remains the primary form of advertising for them today.
- It's not just your average "grocery store mailer." It is written with personality and tells the description or story behind current special store products.

How They Use Personality

Here's an example of how unique the "Fearless Flyer" is. This is the "introductory content from the current fall "Fearless Flyer" (<http://www.traderjoes.com/fearless-flyer/>) (Oct. 9, 2012):

"Fall is here and we've pumpkin-ified every food group you could possibly imagine! Pumpkin Soup, Pumpkin Chai, Greek Pumpkin Yogurt, Pumpkin Chocolate Mousse Cake... We've squashed it all in, along with many other treats and treasures (Organic Silver Dollar Pancakes, anyone?) Find it all at the place where great products always come with great prices (otherwise, what's the point?) ... Trader Joe's."

They Don't Just Advertise. They Tell Stories

Apple cider isn't very exciting is it? I didn't think so - until Trader Joe's described it in the "Fearless Flyer!"

Check out the example below to see how they don't just sell they tell a story...



"It Wouldn't Be Fall Without Trader Joe's Spiced Cider

"We just can't bring ourselves to print an October Flyer without including Spiced Cider. Once upon a time, we left it out. And we missed it. We've been selling orchards full of it for more than 20 years, and we anxiously anticipate its return, year after year. We are so truly happy when it comes back that we really need to share our joy. If we were in the same room with you, we'd share a glass; since we're not, we'll settle for sharing the news. And the joy.

Recommended for You

**Webcast:** Convert Like a Boss: How to Achieve 30% Gains in Conversion Rates in 7 Days ([http://webcasts.business2community.com/events/convert-like-a-boss?utm\\_source=B2C&utm\\_medium=Article-Promo&utm\\_campaign=Webcast12152015](http://webcasts.business2community.com/events/convert-like-a-boss?utm_source=B2C&utm_medium=Article-Promo&utm_campaign=Webcast12152015))

"Trader Joe's Spiced Cider is made with the juice of bursting-with-flavor apples and brewed with spices like cinnamon, allspice and cloves. And just when you think you've got it all figured out, in comes a hint of citrus at the finish to really please the palate. There are no artificial flavors, colors or preservatives here, and absolutely no added sugar. Enjoy Spiced Cider hot or cold, day or night. It's refreshing and relaxing at the same time - quite a feat for a such a simple looking beverage. Our price is refreshing, too. We're selling each 64 ounce bottle for \$2.99. You'll find it on the shelves with our other bottled juices."

ARTICLE CONTINUES BELOW



Take this 5 minute Marketing Automation Assessment (<http://www.demandlab.com/marketing-automation-self-assessment/>)



AD

SPONSORED

**A cool new way to store your pics and vid** ([https://revenue.com/s/\\_/w:0/u:155820/e:78343](https://revenue.com/s/_/w:0/u:155820/e:78343))  
Sponsored by Western Digital (<https://revenue.com/>) - People want a place where they can store all their digital stuff, share it with people, and have easy access to it from ... ([https://revenue.com/s/\\_/w:0/u:155820/e:78343/](https://revenue.com/s/_/w:0/u:155820/e:78343/))

29 Checklists & Cheat Sheets to Make Marketers' Lives Easier

4310 1 (<http://www.business2community.com/marketing/checklists- Cheat-sheets-make-marketers-lives-easier-01399754>)

2016 Predictions: New (and Ongoing) Remarkable Content Trends

444 1 (<http://www.business2community.com/content-marketing/2016-predictions-new-ongoing-remarkable-content-trends-01399642>)

AD

([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))  
([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))

Forrester Report: You Can Choose from Many Infrastructure Options - Maybe Many

([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))  
Sponsored by Revenue.com

4 Holiday Shopping Trends That Will Affect Your Business This Year

437 (<http://www.business2community.com/consumers-marketing/4-holiday-shopping-trends-will-affect-business-year-01396036>)

Understanding the Cost of Not Doing (for) Personas

436 (<http://www.business2community.com/marketing/understanding-the-cost-of-not-doing-for-personas-0140022>)



### Naturalizer Refinery Booties - Brown



**\$49.50** ~~\$99.00~~  
Save on Apparel, Home Items, & More  
Macy's



Don't Miss The Differences

Do you see how they tell its **history**, **how popular it is**, and use such **great adjectives** to describe it?

They even tell you how to enjoy it! A "normal" grocery store mailer would just have a picture of the item and it's sale price. That would be it. **Isn't Trader Joe's way so much more interesting and desirable?**

**Who would've thought Apple cider could sound interesting?** In fact, if you have a Trader Joe's near you and want to add this to your shopping list, then go here to use their fun little "shopping list" tool on their site.  
(<http://www.traderjoes.com/fearless-flyer/shopping-list.asp>)

Let me give you **one more example using one of my wife's favorite products** that she loves to get from Trader Joe's: their Pumpkin Bread Mix  
([http://www.traderjoes.com/fearless-flyer/article.asp?article\\_id=760](http://www.traderjoes.com/fearless-flyer/article.asp?article_id=760)).

Check out the description from their site...

#### "Festive Fall Favorite

"At Trader Joe's, there are products we bring in at certain times of the year that we don't have the rest of the year - this *Fearless Flyer* is full of Pumpkin Season specialties. One of the favorites for fall is **Trader Joe's Pumpkin Bread and Muffin Mix**, a simple, straightforward baking mix that delivers excellent results with very little effort. It's become such a favorite, in fact, that we know people who buy *cases* of it when it arrives each fall, hoping to make it last until the following autumn, when it makes its annual return.



"Each box, combined with eggs, oil and water, makes a loaf of moist and fluffy, lightly spiced pumpkin bread or a dozen standard-sized muffins. One of our favorite things about homemade pumpkin bread is the way the subtle flavor of the pumpkin is perfectly complemented by the zesty additions of spices like cinnamon and nutmeg. Our mix has all these things, and we've done all the mixing and measuring for you. If you find yourself feeling adventurous, add chopped nuts, dried fruit, or shredded carrots or zucchini for an extra splash of color and texture. Kids - and kids at heart - we know really love it mixed with chocolate chips. Kids are smart.

"**Trader Joe's Pumpkin Bread and Muffin Mix** contains no artificial colors or flavors and no preservatives, and it's Kosher certified. We're selling each 17.5 ounce box for **\$2.99**, same as it was way back in 2008..."

Discover The Subtleties  
Take this 5 minute Marketing Automation Assessment (<http://www.demandlab.com/marketing-automation-self-assessment>)  
English (http://www.englishino.com/hello-englishino/?utm\_source=business2community&utm\_medium=article&utm\_campaign=400022) (PoweredBy)



AD

SPONSORED

**A cool new way to store your pics and vid**  
([https://revenue.com/s/\\_/w:0/u:155820/e:78343](https://revenue.com/s/_/w:0/u:155820/e:78343))  
Sponsored by Western Digital (<https://revenue.com/>) -  
People want a place where they can store all their digital stuff, share it with people, and have easy access to it from ...  
([https://revenue.com/s/\\_/w:0/u:155820/e:78343/](https://revenue.com/s/_/w:0/u:155820/e:78343/))

#### 29 Checklists & Cheat Sheets to Make Marketers' Lives Easier

310 1  
(<http://www.business2community.com/marketing/checklists- cheat-sheets-make-marketers-lives-easier-01399754>)

#### 2016 Predictions: New (and Ongoing) Remarkable Content Trends

44 1  
(<http://www.business2community.com/content-marketing/2016-predictions-new-ongoing-remarkable-content-trends-01399642>)

AD

([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))  
([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))

#### Forrester Report: You Can Choose from Many Infrastructure Options - Maybe Many

([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))  
Sponsored by Revenue.com

#### 4 Holiday Shopping Trends That Will Affect Your Business This Year

37  
(<http://www.business2community.com/consumers/marketing/4-holiday-shopping-trends-will-affect-business-year-01396036>)

#### Understanding the Cost of Not Doing (for) Personas

36  
(<http://www.business2community.com/marketing/understanding-the-cost-of-not-doing-for-personas-01396022>)

Do you see how they tell, *in story form*, how easy they are to make, how the mix is unique, and they even give you tips on how to make it?

Again, this is completely different from most grocery store mailers!

My Wife's Secret

My wife does NOT care about marketing. She doesn't care about sales techniques. She doesn't read the same type of things I do.

But do you know what? She LOVES to get Trader Joe's "Fearless Flyer" in the mail and sit down and read it!

She reads it like it's a magazine! That is the power of content marketing!

7 Trader Joe's Content Marketing Lessons

1. Fall in love with your products or services and share that love with your customers.

Your love for them will be contagious, but only if you let it show.

2. Use personality in your marketing.

Generic is boring. You are not. You are unique. Be you!

3. Be descriptive in how you describe what you do, who you are, what you offer, etc.

Paint a picture. Help your customers to experience your products or services in the way you describe them.

4. Tell stories!

People love stories. Tell them about yourself, your business, your employees, your products and services, and even about your customers.

5. Use scarcity.

Part of the reason my wife and others want to read the "Fearless Flyer" is because they want to see if their favorite products are back. Or they want to see what new products have come out. It would be wise for you to make some of your products available only during certain times of the year. Why? It keeps them feeling special.

6. Build a customer mailing (and emailing) list.

Constant contact with your customers is important, so you stay "top-of-mind." Remember just because your product or service is always on your mind doesn't mean it's always on theirs! In fact, a certain percentage of sales are missed, not because your customers rejected you, but because they forgot about you!

7. Actually use your customer mailing list!

I have to confess I drop the ball in this arena. I am not good at keeping in contact with my customers. It's stupid! I need to get better at this and if you're like me, then you need to too! :)

Get 'em While They're Hot!

Trader Joe's is so effective with these "Fearless Flyers" that people can't wait for them to come out. When a new issue is out there will be signs up in the store declaring, "The Fearless Flyer is Here!" And guess what? People scurry to get one.

Can you imagine people asking for your marketing materials?

Learn from Trader Joe's! Content marketing isn't just about blog posts and articles. It's more than that.

Content marketing is about creating engaging and informative content in whatever form it comes in.



Take this 5 minute Marketing Automation Assessment (http://www.demandlab.com/marketing-automation-self-assessment/40022)



AD

SPONSORED

A cool new way to store your pics and vid

(https://revenue.com/s/\_/w:0/u:155820/e:78343)

Sponsored by Western Digital (https://revenue.com)

People want a place where they can store all their digital stuff, share it with people, and have easy access to it from ...

(https://revenue.com/s/\_/w:0/u:155820/e:78343/)

29 Checklists & Cheat Sheets to Make Marketers' Lives Easier

4310 1

(http://www.business2community.com/marketing/checklists-cheat-sheets-make-marketers-lives-easier-01399754)

2016 Predictions: New (and Ongoing) Remarkable Content Trends

444 1

(http://www.business2community.com/content-marketing/2016-predictions-new-ongoing-remarkable-content-trends-01399642)

AD

(https://revenue.com/s/\_/w:0/u:155820/e:7934)

(https://revenue.com/s/\_/w:0/u:155820/e:7934)

Forrester Report: You Can Choose from Many Infrastructure Options – Maybe Many

(https://revenue.com/s/\_/w:0/u:155820/e:7934)

Sponsored by Revenue.com

4 Holiday Shopping Trends That Will Affect Your Business This Year

437

(http://www.business2community.com/consumers/marketing/4-holiday-shopping-trends-will-affect-business-year-01396036)

Understanding the Cost of Not Doing (for) Personas

436

(http://www.business2community.com/marketing/understanding-the-cost-of-not-doing-for-personas-01396022)

P.S. Trader Joe's even using content marketing in their radio ads!

Check out this radio spot about peanuts and listen to how they use **personality, story, and description** to make the content interesting and fun!



[When you hear "turkey," you think of...](#)  
Read more  
Thanksgiving



<http://www.business2community.com/author/scott-aughtmon>  
**Author: Scott Aughtmon**  
<http://www.business2community.com/author/scott-aughtmon>

*Scott Aughtmon is the author of the book 51 Content Marketing Hacks (<http://recessionsolution.com/51-content-marketing-hacks-the-ebook/>). He is a regular contributor to ContentMarketingInstitute.com and he is the person behind the popular infographic 21 Types of Content We Crave (<http://21typesofcontentwecrave.com/>). He is a business strategist, consultant, content creation specialist, and speaker. He's been studying...  
[View full profile](http://www.business2community.com/author/scott-aughtmon) (<http://www.business2community.com/author/scott-aughtmon>)*

More articles by Scott Aughtmon:

- The Lesson George Bernard Shaw Learned About Planning And Your Content Marketing Solution For 2016 (<http://www.business2community.com/content-marketing/lesson-george-bernard-shaw-learned-planning-content-marketing-solution-2016-01390194>)
- How Content Marketers Can Use a Literary Technique That Made Charles Dickens Famous (<http://www.business2community.com/content-marketing/how-content-marketers-can-use-a-literary-technique-that-made-charles-dickens-famous-01390194>)



[Per this 5 minute Marketing Automation Assessment](http://www.demandlab.com/marketing-automation-self-assessment) (<http://www.demandlab.com/marketing-automation-self-assessment>)



AD

SPONSORED

**A cool new way to store your pics and vid**  
([https://revenue.com/s/\\_/w:0/u:155820/e:78343](https://revenue.com/s/_/w:0/u:155820/e:78343))  
Sponsored by Western Digital (<https://revenue.com>) -  
People want a place where they can store all their digital stuff, share it with people, and have easy access to it from ...  
([https://revenue.com/s/\\_/w:0/u:155820/e:78343/](https://revenue.com/s/_/w:0/u:155820/e:78343/))

### 29 Checklists & Cheat Sheets to Make Marketers' Lives Easier

♡ 310 ■ 1  
(<http://www.business2community.com/marketing/checklists-cheat-sheets-make-marketers-lives-easier-01399754>)

### 2016 Predictions: New (and Ongoing) Remarkable Content Trends

♡ 44 ■ 1  
(<http://www.business2community.com/content-marketing/2016-predictions-new-ongoing-remarkable-content-trends-01399642>)

AD

([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))  
([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))

### Forrester Report: You Can Choose from Many Infrastructure Options – Maybe Many

([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))  
Sponsored by Revenue.com

### 4 Holiday Shopping Trends That Will Affect Your Business This Year

♡ 37  
(<http://www.business2community.com/consumers/marketing/4-holiday-shopping-trends-will-affect-business-year-01396036>)

### Understanding the Cost of Not Doing (the) Persons

♡ 36  
(<http://www.business2community.com/marketing/understanding-the-cost-of-not-doing-the-persons-0140022>)



- Can Your Prospects "Hear" Your Content Over All the Commotion in Their Lives? (<http://www.business2community.com/content-marketing/can-your-prospects-hear-your-content-over-all-the-commotion-in-their-lives-01290669>)

This article originally appeared on The Recession Solution Blog ([http://recessionsolution.com/2012/10/10/how-trader-joes-uses-content-marketing-to-keep-customers-coming-back/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=how-trader-joes-uses-content-marketing-to-keep-customers-coming-back](http://recessionsolution.com/2012/10/10/how-trader-joes-uses-content-marketing-to-keep-customers-coming-back/?utm_source=rss&utm_medium=rss&utm_campaign=how-trader-joes-uses-content-marketing-to-keep-customers-coming-back)) and has been republished with permission. Find out how to syndicate your content with Business 2 Community. ([become-a-contributor](#))

**SPONSORED CONTENT ON BUSINESS 2 COMMUNITY**

**Take Advantage of Pay-As-You-Go Cloud Computing Services from AWS**



([http://www.business2community.com/pr\\_sponsored\\_post/postrelease?prx\\_t=2eUBAfrsEAb1MLA&ntv\\_fr](http://www.business2community.com/pr_sponsored_post/postrelease?prx_t=2eUBAfrsEAb1MLA&ntv_fr))

By AWS and Intel Cloud Insights

([http://www.business2community.com/pr\\_sponsored\\_post/postrelease?prx\\_t=2eUBAfrsEAb1MLA&ntv\\_fr](http://www.business2community.com/pr_sponsored_post/postrelease?prx_t=2eUBAfrsEAb1MLA&ntv_fr))

This whitepaper provides an overview of the different big data services offered by Amazon Web Services (AWS).

**Recommended Content**



**Sponsored Content**  
Take this 5 minute Marketing Automation Assess  
(<http://www.demandlab.com/marketing-automation-self-assessment/>)



**Sponsored Content**  
The Executive's Guide to Winning Sales With Today's New Buyer  
(<http://growth.imaginellc.com/how-to-win-b2b-sales-ebook>)



**Sponsored Content**  
The Executive's Guide to Effective Lead Nurturing  
(<http://hub.imaginellc.com/hub/165462834-the-executives-guide-to-effective-lead-nurturing>)

Powered By BrightInfo ([http://www.brightinfo.com/hello-brightinfo/?utm\\_source=business2community-14092-1&utm\\_medium=referral&utm\\_campaign=PoweredBy](http://www.brightinfo.com/hello-brightinfo/?utm_source=business2community-14092-1&utm_medium=referral&utm_campaign=PoweredBy))

**You May Also Like**



The 16 Personality Types: What Type Are You? [Infographic]  
(<http://www.business2community.com/infographics/16-personality-types-type-infographic-01345745>)



Try Microsoft's CRM Free For 30 Days  
Promoted by Microsoft Dynamics  
(<https://ad.admt.com/c/go.php?http://www.yesiacapital.com/2015/07/26/microsoft-crm-free-for-30-days/>)



And the Best Stock for 2015 is ....  
Promoted by Venture Capital News  
(<http://www.yesiacapital.com/2015/07/26/microsoft-crm-free-for-30-days/>)

**Around the Web**

Two Savings Accounts That Pay 10 TIMES More  
Wells Fargo Bank Pays MyFinance  
(<http://www.business2community.com/marketing/2-savings-accounts-that-pay-10-times-more-wells-fargo-bank-pays-myfinance-01345745>)

**More From B2C**

WWE TLC 2015 Results: Dean Ambrose Defeats Kevin Owens  
(<http://www.business2community.com/sports/wwe-tlc-2015-results-dean-ambrose-defeats-kevin-owens-01345745>)



AD

**SPONSORED**

**A cool new way to store your pics and vid**  
([https://revenue.com/s/\\_/w/0/u:155820/e:78343](https://revenue.com/s/_/w/0/u:155820/e:78343))  
Sponsored by Western Digital (<https://revenue.com/>) - People want a place where they can store all their digital stuff, share it with people, and have easy access to it from ... ([https://revenue.com/s/\\_/w/0/u:155820/e:78343/](https://revenue.com/s/_/w/0/u:155820/e:78343/))

**29 Checklists & Cheat Sheets to Make Marketers' Lives Easier**  
310 1  
(<http://www.business2community.com/marketing/checklists-cheat-sheets-make-marketers-lives-easier-01399754>)

**2016 Predictions: New (and Ongoing) Remarkable Content Trends**  
44 1  
(<http://www.business2community.com/content-marketing/2016-predictions-new-ongoing-remarkable-content-trends-01399642>)

AD

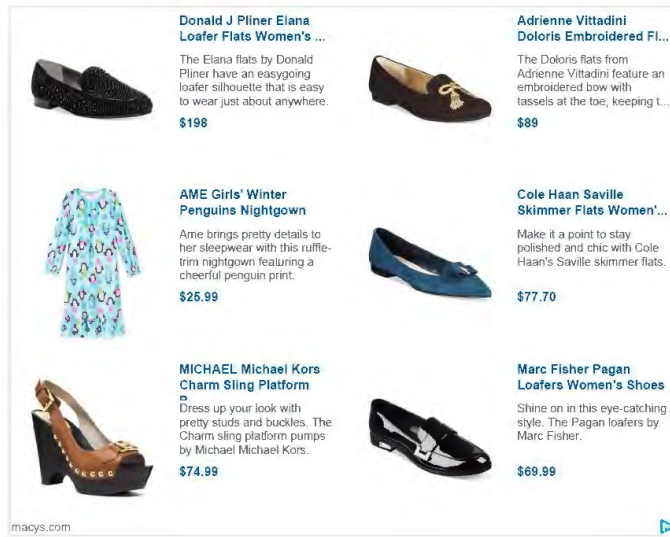
([https://revenue.com/s/\\_/w/0/u:155820/e:7934](https://revenue.com/s/_/w/0/u:155820/e:7934))  
([https://revenue.com/s/\\_/w/0/u:155820/e:7934](https://revenue.com/s/_/w/0/u:155820/e:7934))  
**Forrester Report: You Can Choose from Many Infrastructure Options – Maybe Many**  
([https://revenue.com/s/\\_/w/0/u:155820/e:7934](https://revenue.com/s/_/w/0/u:155820/e:7934))  
Sponsored by Revenue.com

**4 Holiday Shopping Trends That Will Affect Your Business This Year**  
37  
(<http://www.business2community.com/consumers/marketing/4-holiday-shopping-trends-will-affect-business-year-01396036>)

**Understanding the Cost of Not Doing (the) Personas**  
36  
(<http://www.business2community.com/marketing/understanding-the-cost-of-not-doing-the-personas-0140022>)







Discuss This Article

Comments: 7

Add a Comment

Mark Gardiner (<http://www.TraderJoesSecrets.com>)

Scott's made some great points about Trader Joe's Fearless Flyer. I spent a year working for Trader Joe's before writing my book "Build a Brand Like Trader Joe's" and I know from personal experience that the flyers drive traffic and boost sales of the products mentioned.

Scott notes the unique tone of the flyer. That language reinforces the larger brand, which is built on an intimate, idiosyncratic ongoing 'conversation' between Trader Joe's and its customers. It doesn't \*create\* the brand, however. You might be surprised how small the mailing is (and how sparse TJ's radio buy is, for that matter.) Flyers are distributed in geographic areas around stores, and the area is a lot smaller than a typical store's trading area. It's very common to hear customers actually complain they \*don't\* get it, despite living within a mile or two of a store.

One role the Fearless Flyer plays is to help create a core group of evangelists, who are primed with stories they don't just read in the Flyer, but then transmit to their friends. Scott's post, in fact, is an example of just such 'meta-reach'.

Reply

scott aughtmon (<http://recessionolution.com>)

Hey Mark,

Thanks so much for your comment! I really liked hearing those details from behind-the-scenes. I love the idea that they use the Fearless Flyer to create and fuel a core group of evangelists. And you're right. My post is an example of them doing such a great job that I became an evangelist for them.

I would suggest that anyone who is interested in learning more about Trader Joes go get Mark's book on Amazon:  
[http://www.amazon.com/dp/B008A0OVPW/ref=as\\_li\\_ss\\_til?tag=thfr-20&camp=213381&creative=390973&linkCode=as4&creativeASIN=B008A0OVPW&adid=162TM39TJY5QSY7BQAQ6&refURL=http%3A%2F%2Fwww.traderjoessecrets.blogspot.com%2F](http://www.amazon.com/dp/B008A0OVPW/ref=as_li_ss_til?tag=thfr-20&camp=213381&creative=390973&linkCode=as4&creativeASIN=B008A0OVPW&adid=162TM39TJY5QSY7BQAQ6&refURL=http%3A%2F%2Fwww.traderjoessecrets.blogspot.com%2F)  
([http://www.amazon.com/dp/B008A0OVPW/ref=as\\_li\\_ss\\_til?tag=thfr-20&camp=213381&creative=390973&linkCode=as4&creativeASIN=B008A0OVPW&adid=162TM39TJY5QSY7BQAQ6&refURL=http%3A%2F%2Fwww.traderjoessecrets.blogspot.com%2F](http://www.amazon.com/dp/B008A0OVPW/ref=as_li_ss_til?tag=thfr-20&camp=213381&creative=390973&linkCode=as4&creativeASIN=B008A0OVPW&adid=162TM39TJY5QSY7BQAQ6&refURL=http%3A%2F%2Fwww.traderjoessecrets.blogspot.com%2F))

It looks interesting!

Reply

Joe Gewickey (<http://www.shopigniter.com>)

Fantastic piece, Scott, and absolutely true- I've been a regular customer since my first trip to TJs, and it has to do with how they advertise (and I'm a marketing guy).

Take this 5 minute Marketing Automation Assessment (<http://www.demandlab.com/marketing-automation-self-assessment>)



AD

SPONSORED

**A cool new way to store your pics and vid**  
[https://revenue.com/s/\\_/w:0/u:155820/e:78343](https://revenue.com/s/_/w:0/u:155820/e:78343)  
 Sponsored by Western Digital (<https://revenue.com>) -  
 People want a place where they can store all their digital stuff, share it with people, and have easy access to it from ...  
[https://revenue.com/s/\\_/w:0/u:155820/e:78343/](https://revenue.com/s/_/w:0/u:155820/e:78343/)

**29 Checklists & Cheat Sheets to Make Marketers' Lives Easier**  
 310 1  
<http://www.business2community.com/marketing/checklists-cheat-sheets-make-marketers-lives-easier-01399754>

**2016 Predictions: New (and Ongoing) Remarkable Content Trends**  
 44 1  
<http://www.business2community.com/content-marketing/2016-predictions-new-ongoing-remarkable-content-trends-01399642>

AD

[https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934)  
[https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934)

**Forrester Report: You Can Choose from Many Infrastructure Options – Maybe Many**  
[https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934)  
 Sponsored by Revenue.com

**4 Holiday Shopping Trends That Will Affect Your Business This Year**  
 37  
<http://www.business2community.com/consumer-marketing/4-holiday-shopping-trends-will-affect-business-year-01396036>

**Understanding the Cost of Not Doing (for) Personas**  
 36  
<http://www.business2community.com/marketing/understanding-the-cost-of-not-doing-for-personas-0140022>

There is one step that I think got missed, however, and that's... well, have some fun! One of the best parts of their mailers (and the store in general) is that it's actually fun to shop there- and their Flyer tells that story every time.

Any brand that can create a sense of fun and levity, that can remove the stodge, de-starch the shirt, so to speak, will find their customers more loyal, and more engaging. Again, great work!

Reply

scott aughtmon (<http://recessionsolution.com>)

Hi Joe,

Thanks. Glad you liked it.

You're right I should've added that! Thank you for pointing it out. Fun and levity are definitely something that they use and that should be used by any brand.

I should have mentioned the importance of having a personality or creating one for a business. That's what TJ's has done very well.

Take care, Joe.

Reply

Bruce Dynes

I got introduced to TJ's while visiting San Diego. We would shop a day or two before flying back to Minnesota. We would pack boxes full of items we could not get back home and take them to UPS to ship. Why, because TJ's doesn't use preservatives and would not ship. We now have TJ's in Minnesota and are fans. Love to shop there. The staff give you the feeling they are having fun working there. That does make a difference. They are doing it right.

Reply

DK 504

It's so not fair!!! Writing about Trader Joe's when there is not a one within a 5 hour drive or a 4 hour plane ride near me, anywhere!! After living in California for 25 years, I am so spoiled by having a Trader Joes on every major street I could get great food at great prices and never want for anything.

Their Fearless Flyers were hilarious! They were smart enough to have a shopping list on the back page to bring with you to the store. Brilliant stuff, brilliant food.

Now they need to sell online for TJ food junkies like me that are too far away from a store. THAT is a goldmine waiting to happen.

Reply

scott aughtmon (<http://recessionsolution.com>)

Sorry DK504! Hope I didn't ruin your holiday by bringing of Trader Joe's when you can't shop there! :)

Reply

Add a New Comment

Name

Email (will not be published)

Your Comment

Sign up for our weekly newsletter

Submit Your Comment



AD

SPONSORED

**A cool new way to store your pics and vid**  
([https://revenue.com/s/\\_/w:0/u:155820/e:78343](https://revenue.com/s/_/w:0/u:155820/e:78343))  
Sponsored by Western Digital (<https://revenue.com>) - People want a place where they can store all their digital stuff, share it with people, and have easy access to it from ...  
([https://revenue.com/s/\\_/w:0/u:155820/e:78343/](https://revenue.com/s/_/w:0/u:155820/e:78343/))

29 Checklists & Cheat Sheets to Make Marketers' Lives Easier

310 1  
(<http://www.business2community.com/marketing/checklists-cheat-sheets-make-marketers-lives-easier-01399754>)

2016 Predictions: New (and Ongoing) Remarkable Content Trends

44 1  
(<http://www.business2community.com/content-marketing/2016-predictions-new-ongoing-remarkable-content-trends-01399642>)

AD

([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))  
([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))

Forrester Report: You Can Choose from Many Infrastructure Options – Maybe Many

([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))  
Sponsored by Revenue.com

4 Holiday Shopping Trends That Will Affect Your Business This Year

37  
(<http://www.business2community.com/consumers-marketing/4-holiday-shopping-trends-will-affect-business-year-01396036>)


Understanding the Cost of Not Doing (for) Personas


36  
(<http://www.business2community.com/marketing/understanding-the-cost-of-not-doing-for-personas-0140022>)


FEATURED SHARED COMMENTED





Take this 5 minute Marketing Automation Assessment (<http://www.demandlab.com/marketing-automation-self-assessment-0140022>)

 **Soumya Nair**  
 (<http://www.business2community.com/author/soumya-nair>)  
 (<http://www.business2community.com/author/soumya-nair>)  
 Next Year: 2016  
 (<http://www.business2community.com/seo/seo-future-predictions-next-year-2016-01398135>)

 **Michael Wight**  
 (<http://www.business2community.com/author/michael-wight>)  
 (<http://www.business2community.com/author/michael-wight>)  
 Contemporary Marketing  
 (<http://www.business2community.com/marketing/traditional-marketing-vs-contemporary-marketing-01397342>)

 **Erica Abbott**  
 (<http://www.business2community.com/author/erica-abbott>)  
 (<http://www.business2community.com/author/erica-abbott>)  
 Charcoal Deodorant Earns Investment From Barbara Corcoran for \$50,000  
 (<http://www.business2community.com/social-buzz/shark-tank-piperwei-natural-charcoal-deodorant-earns-investment-barbara-corcoran-50000-01400937>)

 **Danny Ashton**  
 (<http://www.business2community.com/author/danny-ashton>)  
 (<http://www.business2community.com/author/danny-ashton>)  
 Business Owners [Infographic]  
 (<http://www.business2community.com/infographics/7-efficiency-lessons-small-business-owners-infographic-01400257>)

 **Shawn Rice**  
 (<http://www.business2community.com/author/shawn-rice>)  
 (<http://www.business2community.com/author/shawn-rice>)  
 Freeman Will See Big Changes In Next Season Of Sherlock  
 (<http://www.business2community.com/entertainment/benedict-cumberbatch-martin-freeman-will-see-big-changes-next-season-sherlock-01401951>)

**Our Contributors**  
 (/contributors)  
 Apply to become a B2C Contributor  
 (/become-a-contributor)

↑ Back to Top

About Business 2 Community (/about) Privacy & Terms of Use (/terms-of-use) Job Board (<http://jobs.business2community.com>)

 Take this 5 minute Marketing Automation Assessment (<http://www.demandlab.com/marketing-automation-self-assessment>)

AD

**SPONSORED**

**A cool new way to store your pics and vid**  
 ([https://revenue.com/s/\\_/w:0/u:155820/e:78343](https://revenue.com/s/_/w:0/u:155820/e:78343))  
 Sponsored by Western Digital (<https://revenue.com>) -  
 People want a place where they can store all their digital stuff, share it with people, and have easy access to it from ...  
 ([https://revenue.com/s/\\_/w:0/u:155820/e:78343/](https://revenue.com/s/_/w:0/u:155820/e:78343/))

**29 Checklists & Cheat Sheets to Make Marketers' Lives Easier**  
 ↗ 310 ■ 1  
 (<http://www.business2community.com/marketing/checklists-cheat-sheets-make-marketers-lives-easier-01399754>)

**2016 Predictions: New (and Ongoing) Remarkable Content Trends**  
 ↗ 44 ■ 1  
 (<http://www.business2community.com/content-marketing/2016-predictions-new-ongoing-remarkable-content-trends-01399642>)

AD

([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))  
 ([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))

**Forrester Report: You Can Choose from Many Infrastructure Options – Maybe Many**  
 ([https://revenue.com/s/\\_/w:0/u:155820/e:7934](https://revenue.com/s/_/w:0/u:155820/e:7934))  
 Sponsored by Revenue.com

**4 Holiday Shopping Trends That Will Affect Your Business This Year**  
 ↗ 37  
 (<http://www.business2community.com/consumer-marketing/4-holiday-shopping-trends-will-affect-business-year-01396036>)

**Understanding the Cost of Not Doing (t) Personas**  
 ↗ 36  
 (<http://www.business2community.com/marketing/understanding-the-cost-of-not-doing-personas-0140022>)  
 PoweredBy



# JUST JOEP

WELL MADE WINE, ORGANIC & LOCAL FOOD, SCIENCE, QUALITY, RATIONAL THOUGHT, SOCRATIC QUESTIONING, IT'S ALL GOOD, IN THIS ENGINEER'S PERSPECTIVE.

## MY BLOG LIST

- Andrew Sullivan**  
*5 months ago*
- Bacon Fiend**  
*1 month ago*
- Center for American Progress**
- Crooks and Liars**  
*43 minutes ago*
- Democratic Diva**  
*3 days ago*
- Dwindling In Unbelief**  
*1 day ago*
- Jesus' General**  
*1 year ago*
- LiveLeak.com - Redefining the Media**  
**Media Matters for America**
- Pharyngula**
- ProteinPower - Dr. Mike Eades, M.D.**  
*1 week ago*
- Rufus Bloorer**  
*2 months ago*
- Talking Points Memo**  
*1 hour ago*
- technopop: technology -v- culture ... abundant musicality ... and whatever else is on our minds**  
*3 years ago*
- The Heart Scan Blog**
- The Moderate Voice**  
*1 day ago*
- The Traders Crucible**  
*3 years ago*
- This Modern World**
- Whole Health Source**  
*3 days ago*
- Zaius Nation - Some apes are more equal than others**  
*2 years ago*
- Zim fest**  
*2 years ago*

## BLOG ARCHIVE

- ▶ 2015 (54)
- ▶ 2014 (101)

TUESDAY, JUNE 25, 2013

## La Finca Malbec

La Finca Malbec, oak aged from Mendoza Argentina, is not a bad wine. A whole \$6 from Trader Joe's, it was very drinkable and paired well with the pollo asada I grilled several weeks ago. One could do much worse. Pretty good for a young 2012 vintage. It won't be my last bottle.



POSTED BY JUSTJOEP AT 4:36 PM

LABELS: FOOD, QUALITY, WINE

NO COMMENTS:

POST A COMMENT

Comment as:

▼ 2013 (222)

- ▶ December (37)
- ▶ November (20)
- ▶ October (4)
- ▶ September (26)
- ▶ August (12)
- ▶ July (15)

▼ June (19)

- Château Vaissiere 2011 Minervois
- Château Mayne Guyon Blaye Côtes de Bordeaux 2010
- Chabanneau Cognac V.S.
- Château du Buisson 2009
- La Finca Malbec
- Futile Snorkeling Attempt
- \$8 Cranberry Juice
- Minorities Today, Gays Tomorrow
- 8 Drinkable Craft Beers
- Black Socks & Shorts On Clueless Californians
- Best Father's Day So Far
- Picking Sides In Syria? Lannisters, Tullys, Barath...
- Smashed Blueberry Homerun
- Grammar & Accuracy Matters: Then?
- Absolutely Rotten Mango
- Stevia Delivery Methods
- US Craft Beer Map - 2013
- Peregrine Vs Pelican, Like A Desmosedici RR Vs Lin...
- Run Away! Flea!

- ▶ May (8)
- ▶ April (7)
- ▶ March (15)
- ▶ February (39)
- ▶ January (20)

▶ 2012 (427)

▶ 2011 (721)

▶ 2010 (643)

▶ 2009 (530)

▶ 2008 (242)

LINKS TO THIS POST

Create a Link

Newer Post

Home

Older Post

Subscribe to: [Post Comments \(Atom\)](#)


LABELS

- [1000Words](#) (163)
- [Afghanistan](#) (21)
- [Amusant](#) (788)



[Anger](#) (28)  
[Apple](#) (3)  
[Arizona](#) (459)  
[Baracknophobia](#) (13)  
[Beauty Observed](#) (419)  
[Belief Paradigms](#) (185)  
[Bibliothèque](#) (32)  
[Bizarre](#) (15)  
[California](#) (171)  
[Caribbean](#) (24)  
[China](#) (52)  
[CINO](#) (13)  
[Colbert](#) (60)  
[CraftBeer](#) (22)  
[CrooksAndLiars](#) (43)  
[Daily Show](#) (54)  
[Despicable](#) (169)  
[Dumbphuckastan](#) (21)  
[Evil](#) (112)  
[Evolution](#) (26)  
[Failure](#) (146)  
[Fear](#) (173)  
[Food](#) (275)  
[FSM](#) (52)  
[Fundamentalism](#) (105)  
[GrandchildrensMoney](#) (146)  
[Greater Good](#) (168)  
[Guano](#) (18)  
[Hatred-of-Marketing](#) (4)  
[Hawaii](#) (23)  
[HypocrisyInAction](#) (113)  
[Idiocracy](#) (60)  
[Indecision2008](#) (71)  
[Indecision2012](#) (77)  
[Indecision2014](#) (4)  
[Indecision2016](#) (3)  
[India](#) (59)  
[Iran](#) (24)  
[Irony](#) (65)  
[Jindal-istic](#) (3)  
[Just Facts](#) (399)  
[Language](#) (278)  
[Legacy of W](#) (129)  
[LibertarianExtremes](#) (27)  
[McCain](#) (54)  
[Mittimized](#) (23)  
[Obama](#) (124)  
[Observations](#) (520)  
[Pakistan](#) (22)  
[PalinMania](#) (48)  
[Plutocrats](#) (76)  
[Poignant](#) (66)  
[Quality](#) (279)  
[Rant](#) (94)  
[Republican Victimization](#) (223)

Science (221)  
SouthCarolina (69)  
STFU (23)  
Stupidity (321)  
Syria (3)  
Texas (29)  
Time (331)  
Tristesse (164)  
Truth (1)  
Tunes (356)  
Useful (98)  
Visceral Hatred (82)  
Wellness (493)  
Wine (220)  
Yemen (10)

 JUSTJOEP

If you want to know, just ask.  
justjoepblog at gmail dot com

[VIEW MY COMPLETE PROFILE](#)



[CREATE YOUR OWN VISITOR MAP!](#)

GRAY BACKGROUND TONES, BECAUSE DESPITE MANY PEOPLES' VIEW THAT **EVERYTHING** IN THE WORLD IS SIMPLY **BLACK OR WHITE**, (ALL FUNDAMENTALISTS, MANY ENGINEERS, FEW SCIENTISTS, LOTS OF CONFUSED PERSONS, MANY DIGITAL THINKERS) THERE'S ALL SORTS OF SHADES OF GRAY, EVERYWHERE YOU LOOK. GOOD WINE DOESN'T HAVE TO BE EXPENSIVE. CONSERVATIVES DO NOT HAVE TO BE SELFISH AND INSANE WING-NUTS. LIBERALS DO NOT HAVE TO HAVE SOCIALIST-ABORTION-PRODUCING-CRYSTAL-WORSHIPING-GAY-MARRIAGES. RACISTS, XENOPHOBES, FUNDAMENTALISTS, AND WILLFUL IGNORANCE SUCK. THE EARTH IS MUCH OLDER THAN 6000 YEARS. DON'T BE AFRAID OF SCIENCE, EMBRACE IT. THE WEB'S A GREAT TOOL. ...IN THE HUMBLE PERSPECTIVE OF THIS INTJ ALPHA MALE.

# Reverse Wine Snob®

THUMBING YOUR NOSE AT BOTTLES OVER \$20

---

[HOME](#)   [ABOUT](#)   [BROWSE](#)   [BUY THE BOOK](#)   [TOP 10 LISTS](#)

[CONTACT](#)

---

## 2010 La Finca La Celia Malbec – A \$3.99 Malbec worth at least \$4.50

[APRIL 12, 2011](#)   BY [JON THORSEN](#)



\$3.99 from Trader Joe's.

From the bottle:

*“ The vineyards of Finca La Celia lie in the foothills of the Argentine Andes.*

*Stunning purple color. Its bouquet is intense, rich in blackcurrant, vanilla and spices. On the palate the soft and succulent ripe fruits follow through with a surprising delicacy. The tannins are silky, coming subtly from the forefront and giving a lingering finish. This wine has been aged in oak barrels for 3 months.*

*This is a wine to enjoy with meat dishes and pasta with meat and tomato sauces.*

*13% alcohol*

I originally bought a bottle of this wine at the end of last year, at which time it came with the purple and black label. Sometime early this spring the label switched to the white version; however, pretty much all of the info including

the upc code is the same, with the primary exception of the line in italics noting the 3 months in oak barrels. I didn't drink the bottles at the same time, but the wine appeared to be unchanged, and if it was changed, it didn't affect my rating, as I rated both the same. On to the rating then...

I put off tasting this wine for quite awhile (thus the change in labels) as I have not had good luck with Malbec at Trader Joe's as of late, but I have to say, it surprised me a little. The nose is a bit mossy/grassy but also has some berry and a whiff of vanilla. This is a pretty simple wine, with some black cherry and blackberry flavors and light tannins. There's no harshness at all and is fairly smooth. There's nothing objectionable here, but there's also not a whole lot of anything. The **2010 La Finca Malbec** would be a good wine to serve to occasional wine drinkers, but won't satisfy anyone looking for a bigger, more complex wine. It exceeds expectations for a \$3.99 wine, but not by a huge amount (thus the \$4.50 joke at the top of the post.) However, the low price definitely helps its rating and allows it to just eek out a buy rating.

Also, I'd be careful about future vintages on this one. Looking at the notes on cellartracker.com the quality of this wine appears to vary quite a bit by vintage, and can be quite miserable, so buyer beware when the 2011 vintage arrives.

See a listing of local retailers selling this wine [here](#).

---

Taste Rating: 6      Cost Rating: 10  
**OVERALL RATING: 7.0**

**Recommended Buy**

---

**1 Rating - Add Yours!**





All ratings use a simple 10 point scale with 10 being the best. Find out more about my rating system [here](#) and check out the [Interactive Wine Ranking](#) to find all my reviews! You can sort by type of wine, cost, rating, etc. in the interactive spreadsheet.

## You may also like



Terrazas de Los Andes Malbec Reserva 2009 – Malbec Mania! Search For The Best Malbec Under \$20



2010 Enrique Foster IQUE Malbec – Nothing Icky About It



Famiglia Meschini Premium Malbec 2009 – Malbec Mania! Search For The Best Malbec Under \$20



Bulk Buy: 2009 Kirkland Signature Malbec – Get It While You Can



Zolo Malbec 2011 – Seriously Good Stuff



Las Perdices Malbec – Bottle or Box, You Can't Go Wrong



90+ Cellars Lot 23 Old Vine Malbec 2010 – Magnificent Malbec



La Posta Angel Paulucci Vineyard Malbec 2009 – Truly Good

FILED UNDER: TRADER JOE'S, ARGENTINA, MALBEC



### Naturalizer Refinery Booties - Brown

\$49.50 ~~\$99.00~~ Save on Apparel, Home Items, & More

Macy's



<< [2007 Monte Antico Toscana IGT – A Super Tuscan That's Not So Super](#)

[2009 La Granja 360 Cariñena Tempranillo/Garnacha – Straight From The Farm](#) >>

SEARCH FOR A REVIEW!

Search this website ...

Advertise With Us!

BE SOCIAL



DON'T MISS A REVIEW – SUBSCRIBE!



**Subscribed? Don't forget to confirm!** Feedburner sends a confirmation email you must click before you can begin receiving our emails.



**MOST POPULAR ARTICLES**



Columbia Crest H3 Les Chevaux Red For The Win!



Kirkland Signature Cotes du Rhone Villages – A Whole Lot of Complexity For \$7



Best White Wines Under \$20



## Barolo on the Down Low – Two Tastes of Barolo on the Cheap



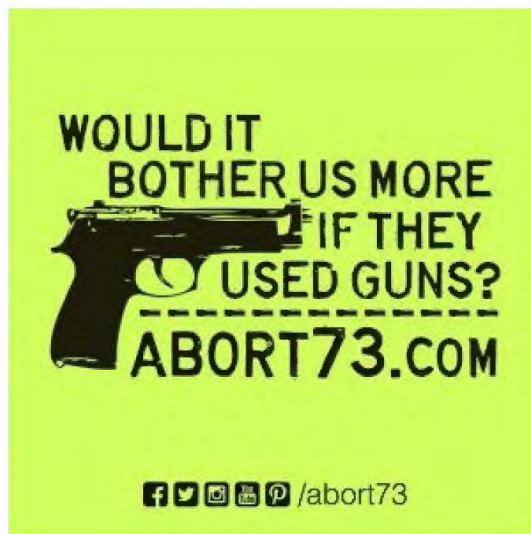
## Breaking Into The Box – The Best Boxed Wines



## Top 10 Red Wines Under \$20



## Cheap And Tasty – Trader Joe's Top Picks



**FEATURED ARTICLES**



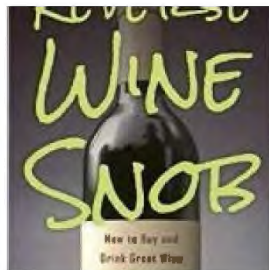
The Ultimate Gift Guide For Wine Lovers



Washington State Rosé For The Win!



Wine Tasting Basics – An Excerpt from Reverse Wine Snob: How to Buy and Drink Great Wine without Breaking the Bank



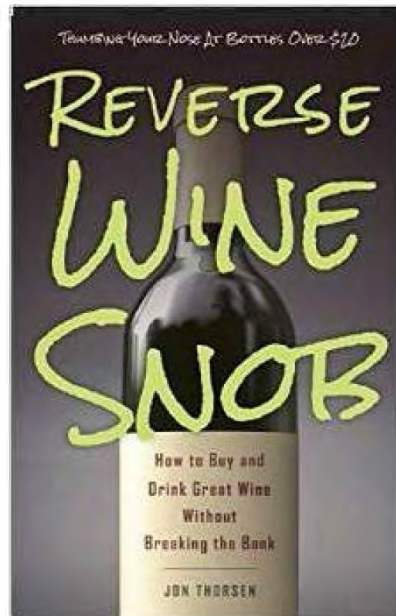
Vinas Viejas de Paniza  
Garnacha – A Spanish  
Wonder

Reverse Wine Snob: How  
to Buy and Drink Great  
Wine without Breaking the  
Bank!

Wine Country Getaway:  
Lodi, California

[Read More Featured Articles...](#)

**ORDER THE BOOK ON AMAZON!**



**POPULAR LINKS**

[Browse Recommendations by Store](#)

[Box Wine](#)

[Bulk Buys](#)

---

[Saturday Splurges](#)

---

[Wine Club Reviews](#)

---

[Wine Travel](#)

---

#### ABOUT ME



**Maximizing your wine dollars since 2011!** 100% independent wine consumer helping other wine consumers find great grape without breaking the bank. Be sure to check out my [unique rating system](#) that factors in price and follow me on [Facebook](#) and [Twitter](#). You can also check out what others are saying about Reverse Wine Snob [here](#). Cheers!

---

REVERSE WINE SNOB®: THUMBING YOUR NOSE AT BOTTLES OVER \$20™.  
COPYRIGHT © 2011–2015 · REVERSE WINE SNOB, LLC. | [PRIVACY & EDITORIAL POLICY](#)

---

ADVERTISING DISCLOSURE: REVERSE WINE SNOB MAY BE COMPENSATED IN EXCHANGE FOR PLACEMENT OF CERTAIN SPONSORED PRODUCTS AND SERVICES, OR YOUR CLICKING ON LINKS POSTED ON THIS WEBSITE. THANK YOU FOR SUPPORTING THE SITE IN THIS WAY.



More to explore: Wine HTML

Like

3 0

# 2010 La Finca La Celia Malbec - A \$3.99 Malbec worth at least \$4.50

Article from reversewinesnob.com

Read it

\$3.99 from Trader Joe's. From the bottle: The vineyards of Finca La Celia lie in the foothills of the Argentine Andes. Stunning purple color. Its bouquet is intense, rich in blackcurrant, vanilla and spices. On the palate the soft and succulent ripe fruits follow through with a surprising delicacy. ...

April 12, 2011

La Finca Malbec. This wine is 2.99 at Trader Joe's and is very good for the price!

Sarah L

Saved to Wine~

Larissa Mennen La Finca Malbec. This wine is 3.99 at Trader Joe's and is very delish!

Maria Rodriguez La Finca Malbec at Trader Joe's and is very good for the price!

Linda LaBarre Finca La Celia Malbec - A \$3.99 Malbec Trader Joes

## People also love



Seriously the best white wine at Trader joes. I would buy it by the case load (when I lived in a city with Trader Joes...)! Best wine from Trader Joe's, \$3.99 Moss

OCEAN BREEZE TRAVEL wines



Trivento Reserve Malbec 2011 - from Reverse Wine Snob®



reviews of every wine at Trader Joes. I heart trader joes!

Sarah L Wine-



Trader\_Joes\_wine\_430 things people love about Trader Joes

Larissa Rushin Tic



This entire blog is dedicated to the best wines to buy at Trader Joe's. Most of them are under \$10.

Erika Schwarzkopf Vines to Wines



Good Wine, good price!

Mig Lopez Wine

healthy drinks - Red Wine Berry Spritzer - Just red wine and berry la croix. Summer drinks.

### Your New Rich, Spicy and Smooth House Red

Trivento Reserve Malbec 2011 - Your New Rich, Spicy and Smooth House Red. \$8, BULK BUY! Looking for a great wine under \$10? Here it is! [www.reversewinesn...](http://www.reversewinesn...)

Monica Ramirez Vinos



### 120+ Wine Descriptors

A Slick Poster Reveals What's Inside Famous Wine Blends [More](#)

Nisha Mistry Kitchen



wine Man

OCEAN BREEZE TRAVEL wines



Originally I bought this wine as a present for a computer engineer friend's birthday because of the label and a recommendation at Spec's Liquors...great call. At the



from Aggie's Kitchen

### Red Wine Berry Spritzer

OH Dear.... I do believe I have found my summer habit!!!!... Red Wine Berry Spritzer. Just red wine and berry la croix. Summer drinks.

Jill Schnurer-Smarsh Drinks



from Reverse Wine Snob®

### Chateau Maison Blanc Medoc Cru Bourgeois Review

Chateau Maison Blanc Medoc Cru Bourgeois Upper Class Quality At A Middle Class Price

OCEAN BREEZE TRAVEL wines





Noel Spritzer [More](#)  
by Betty Crocker Recipes

Susan Hanagan  
Beverages



Cotes de Saint Mont, France

O  
wines

from [Waiting on Martha](#)  
**Peach & Goat Cheese Tart with Honey Drizzle & Crushed Pistachios**

top wine and champagne picks for entertaining [More](#)

OCEAN BREEZE TRAVEL  
wines



Know your wine [More](#)

1 1

Lauren Hanagan  
Vino

time it was priced at \$11 (Yeah I felt cheap), well it was well worth it! It's up a bit now to \$14, but still a great value wine that pairs well with a nice juicy steak! [More](#)

1

Simon Kang Design  
WINE



One of 600 bottles of Romanée-Conti Wine from 1945 that were produced during the end of World War II, set a new world record price for a 750ml bottle of red burgundy. [More](#)

WINE



Colors of wine [More](#)

1

Erika Schwarzkopf  
Vines to Wines

How to quickly chill wine.



This will probably come in use!  
#provestra [More](#)

Adult: Drinks

Home > [Blogs](#) > [Roy Kelley](#) > [Roy Kelley](#)

Like:

# 2013 La Finca Tempranillo, Mendoza, Argentina

BY ROY KELLEY

Education & Training with Realty Group Referrals 16766



December 07, 2014 03:00 PM

Share:     

## 2013 La Finca Tempranillo, Mendoza, Argentina, Mendoza, Argentina

The **2013 La Finca Oak Aged Tempranillo** from Mendoza, Argentina is a very inexpensive red wine that you will find at Trader Joe's stores that sell wine. Click on the link to read a raving review.

This wine will be easy to pair with the pizza you are ordering for dinner. Put it in the refrigerator for 15 minutes before you serve it.

**Roy Kelley**  
Roy and Dolores Kelley Photographs

[BLOG](#)

[MY PROFILE](#)

o: 301-258-7757

### Ask me a question

### Service Areas

- » Gaithersburg, MD
- » Kentlands, Gaithersburg




POSTED BY


**Roy and Dolores Kelley Photographs**  
**Roy Kelley and Associates**

**Roy Kelley, Associate Broker**  
**Realty Group Referrals**  
**6 Montgomery Village Ave., Suite 200**  
**Gaithersburg, MD 20879**  
**Main Office: 301-258-7757 (You will not reach me at this number)**  
**Send an email message to RoyKelley@mris.com if you need my phone numbers.**  
**I will be happy to recommend a real estate professional if you are moving to the area.**


<http://activerain.com/blog/view/4543331/2013-la-finca-tempranillo-mendoza-argentina>[12/14/2015 2:24:09 PM]

Real Estate Resources 

- > Facebook
- > Twitter

Recent Posts 

- > Pinterest Board: Acorn Squash Recipes
- > Christmas Tree Fires
- > A Season of Giving in Kentlands

Popular Posts 

- > Facebook Group: I love flowers
- > ALDI Grand Opening in Gaithersburg
- > Kentlands Acoustic Jam

LIKE 3

BOOKMARK

RE-BLOG 13

TOPIC: [Just for Fun](#)

LOCATION: [Maryland](#) | [Montgomery County](#) | [Gaithersburg](#) | [Kentlands](#)

GROUPS: [ActiveRainWiners](#)

TAGS: [2013 la finca tempranillo](#)

### Comments

[BACK TO TOP](#)

[SUBSCRIBE TO COMMENTS](#)

[NEW COMMENT](#) 4

Show All Comments

Sort Oldest to newest



**Ron and Alexandra Seigel**  
ra@napaconsultants.com - Carpinteria, CA  
Luxury Real Estate Marketing

RAINMAKER  
2,062,365

Roy,  
I will have to give it a try. We have had Tempranillo before and have enjoyed them.

Dec 07, 2014 04:56 PM

LIKE 1

#1



**Jon Kolsky**  
Kolsky Realty & Management - Long Beach, CA  
Licensed California Real Estate Broker

RAINMAKER  
1,008,519

Roy Kelley -- Trader Joe's always carries great products and I am positive this wine will not disappoint 😊... Thanks for the tip!

Dec 07, 2014 09:08 PM

LIKE 1

#2



**Gabe Sanders**  
the BlueWater Realty team specializing in Martin County Residential Homes,  
Condos and Land Sales - Stuart, FL  
Stuart Florida Real Estate

RAINMAKER  
2,566,163

Thanks Roy. I appreciate your suggestions and will give this wine a try.



Dec 08, 2014 02:59 AM

LIKE 1

#3



**Roy Kelley**

Realty Group Referrals - Gaithersburg, MD  
Roy and Dolores Kelley Photographs

RAINMAKER  
2,766,872

Thanks so much for stopping by. It is always good to hear from you.

Dec 08, 2014 04:38 AM

LIKE

#4



POST A COMMENT

Subscribe to Comments

POST

Show All Comments

OLDER POST

NEWER POST

BACK TO TOP

[About](#) [Site map](#) [Terms of Service](#) [Privacy](#) [Advertise](#) [Help/FAQ](#) [Join ActiveRain](#)

Find MD real estate agents and Gaithersburg real estate on ActiveRain.

Disclaimer: ActiveRain, Inc. does not necessarily endorse the real estate agents, loan officers and brokers listed on this site. These real estate profiles, blogs and blog entries are provided here as a courtesy to our visitors to help them make an informed decision when buying or selling a house. ActiveRain, Inc. takes no responsibility for the content in these profiles, that are written by the members of this community.

© 2015 ActiveRain, Inc. All Rights Reserved Fair Housing: [Fair Housing and Equal Opportunity](#)







Home	Contact Us	About Us	Wine and Beer Sample/Product Policy	Restaurant Reviews	Book/Media Reviews
50 States Of Wine on YouTube	Winery Visits in the 50 States	Wine Century Club	Wine, Craft Beer and Food Sites to Read		

Friday, November 9, 2012

### 2011 La Finca Tempranillo



For Tempranillo Day, our second wine was the La Finca 2011. Definitely more fruit forward: blueberry and cherry on the nose, adding cocoa on the palate, smooth finish - nice wine for the price! (\$3.99 at our Trader Joe's)

Would you like your wine reviewed?  
Contact me at [Kovas@50StatesOfWine.com](mailto:Kovas@50StatesOfWine.com)!

Like 50 States Of Wine on Facebook  
Follow 50 States Of Wine on Twitter

#### Recommended For You

#### 50StatesOfWine on YouTube!



#### Recommended For You

- Wine Humor: Bottom of the Bottle
- Moretti's Ristorante and Pizzeria, Hoffman Estates
- ¿Decopas? A glass?

#### #WineTourism



#### #WBC13



For Updates - enter Email, Wait for Pop-Up Window!





Fromagerie Guilloteau:  
Fromager d’Affinois

#CarmenereDay with  
Wines of Chile

Barbakoa Tacos and  
Tequila, Downers  
Grove, IL

Tapistry Brewing,  
Bridgman, MI



Posted by Kovas Palubinskas at 7:41:00 AM

+1 Recommend this on Google

Labels: La Finca, tempranillo day, Trader Joe’s, Winetasting

No comments:

Post a Comment

Comment as:

Links to this post

[Create a Link](#)

[Newer Post](#)

[Home](#)

[Older Post](#)

Subscribe to: [Post Comments \(Atom\)](#)

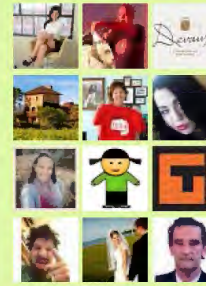
Keep Up with the 50 States of Wine!

Posts

Comments

Kovas Palubinskas

Add to circles



434 have me in circles [View all](#)

PR Friendly

50 States of Wine accepts and encourages your samples of wine, wine products, wine travel, or wine-related books. Please send an e-mail to [kovas@50statesofwine.com](mailto:kovas@50statesofwine.com) with information regarding the product(s) offered and to request shipping instructions. The review policy is to taste each wine, test any product or destination, and read each book received. 50 States of Wine does not guarantee positive reviews.

Restaurant Reviews!

Kovas Palubinskas  
11 Super Foodie

107 REVIEWS    229 PHOTOS    84 FOLLOWERS

zomato

Tell Your Own Story



## The webpage c

### Most likely causes:

Get Coupons By Answers.com For:

- Shop Top Brands
  - Sweetwater Coupons
  - hmv Coupons
  - Cribs.com Promo Codes
  - Bobbleheads.com Coupons
  - Woodwind & Brasswind

### Popular Posts



Wine Jobs Board at Dr. Vino



Winter Whites - Summer Sippers from the Southern Hemisphere



Barrio Urban Taqueria Restaurant Review



Pinstripes Bowling, Bocce, Bistro



The ABC's Of Wine Varietals: C



Tuesday Tasting: Groundswell California White Wine 2010



Winechat: Argentine Pinot Noirs



Restaurant Review:  
DMK Burger Bar,  
Lombard

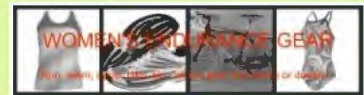


Indiana Wines



Indiana Wines: Oliver  
Winery and Vineyards

A Mom Reflects On Family, Fitness,  
and Food



Endurance Sports and Adventures in  
the Great Outdoors



Labels

wine tasting restaurant  
review book review Tuesday  
Tasting wine video wine review  
product review Wine Century Club  
natural wine wineries guest post organic  
wine Try It Thursday farm to table  
uncommon varietals cork alternatives  
organically grown grapes sustainable winegrowing

Chicago Food Blogger



Chicago Blogger Network





Rating by Raveable

#### Wine news

In Blow To Direct Shipping, New York Governor Vetoes "Empire Wine" Bill (Wine Spectator)  
winespectator.com

Vinography Unboxed: Week of December 6, 2015  
vinography.com

The New BOOZE RULES Is Required Reading  
fermentationwineblog.com

Do Old Vines Matter? The Case for Paying Attention to Vine Age  
blog.vinifolio.com

Molten Chocolate Cake, 3 New Ways  
foodandwine.com

Alltop



VOTE FOR MY BLOG!



#### Blog Archive

- ▶ 2015 (71)
- ▶ 2014 (149)
- ▶ 2013 (155)
- ▼ 2012 (248)
  - ▶ December (12)
  - ▼ November (22)
    - Veggies For Carnivores
    - Fogo de Chão, Chicago
    - Fogo de Chao Malbec
    - Rock and Roll Wine: AC/DC
    - Adam Puchta NV Vintner's Reserve Norton
    - Naked Winery Penetration Cabernet Sauvignon
    - Be Thankful for Wine
    - People Lounge, Chicago
    - Stone Hill Winery Vidal Blanc



[Meatless Monday: French Onion Soup](#)

[Foodista Drink Blog of the Day](#)

[Kahlúa and the Holidays](#)

[Missouri Wines](#)

[Augusta Winery 2010 Vignoles](#)

[Meatless Monday: Soy Nog](#)

[2011 La Finca Tempranillo](#)

[International Tempranillo Day](#)

[Seccola Frizzante](#)

[Election Day!](#)

[Meatless Monday: Miso Soba Noodle Stew](#)

[Naked Winery Pinot Noir](#)

[Under the Tuscan Sun](#)

- ▶ [October \(23\)](#)
- ▶ [September \(20\)](#)
- ▶ [August \(23\)](#)
- ▶ [July \(22\)](#)
- ▶ [June \(20\)](#)
- ▶ [May \(20\)](#)
- ▶ [April \(21\)](#)
- ▶ [March \(22\)](#)
- ▶ [February \(21\)](#)
- ▶ [January \(22\)](#)
- ▶ [2011 \(72\)](#)



## Labels

[wine tasting](#) [restaurant review](#) [tasting notes](#) [book review](#) [Tuesday Tasting](#) [craft beer](#) [wine](#) [Meatless Monday](#) [ad](#) [Wine Wit](#) [vegan](#) [Chicago restaurant](#) [wine video](#) [pinot noir](#) [Wine of the Week](#) [wine review](#) [winechat](#) [Cabernet Sauvignon](#) [Infographic](#) [Virtual Tasting](#) [beer tasting](#) [WineStudio](#) [Wine Wednesday](#) [Chardonnay](#) [Lodi](#) [Wine](#) [Michigan](#) [wine](#) [Trader Joe's](#) [product review](#) [Oregon](#) [wine](#) [Wine](#) [Spectator](#) [wine](#) [and](#) [food](#) [pairings](#) [Sauvignon Blanc](#) [sparkling](#) [wine](#) [wine](#) [travel](#) [Chicago](#) [FLXwine](#) [Lake Michigan](#) [Shore](#) [Wine](#) [Trail](#) [The ABC's](#) [Of](#) [Wine](#) [Varietals](#) [WBC13](#) [Wine](#) [Century](#) [Club](#) [varietal](#) [characteristics](#) [virtual](#) [wine](#) [tasting](#) [Italian](#) [Italian](#) [wine](#) [Naked Winery](#) [rock](#) [and](#) [roll](#) [wine](#) [wine](#) [quote](#) [California](#) [wine](#) [Illinois](#) [wine](#) [bar](#) [and](#) [grill](#) [food](#) [and](#) [wine](#) [pairing](#) [vegetarian](#) [video](#) [Cultivate](#) [Wines](#) [MMAZ](#) [Michigan](#) [Wines](#) [Missouri](#) [Wines](#) [Protocol](#) [Wine](#) [Studio](#) [Riesling](#) [TasteLive](#) [WBC14](#) [Wine](#) [Bloggers](#) [Conference](#) [cookbook](#) [wine](#) [accessory](#) [Argentina](#) [wine](#) [Breckenridge](#) [Casillero del Diablo](#) [Downers Grove](#) [Friday](#) [Funny](#) [Natalie MacLean](#) [Organic](#) [Soléna](#) [Estate](#) [Willamette Valley](#) [Wines](#) [Wine](#) [Tourism](#) [Conference](#) [Winetasting](#) [home](#) [brewing](#) [natural](#) [wine](#) [wine](#) [history](#) [American](#) [CLIF](#) [Family](#) [Winery](#) [Champagne](#) [Finger](#) [Lakes](#) [Wine](#) [Illinois](#) [Wines](#) [Lake](#) [Michigan](#) [Shore](#) [AVA](#) [Malbec](#) [Mexican](#) [Napa Valley](#) [OR](#) [wine](#) [Snooth](#) [Thanksgiving](#) [Underground](#) [Cellar](#) [chilean](#) [wine](#) [concha y toro](#) [pinot](#) [gris](#) [wineries](#) [#FLXwineVT](#) [2014](#) [Argentina](#) [BC](#) [Wines](#) [Bordeaux](#) [Buy](#) [Wine](#) [Online](#) [Cariñena](#) [Carmenere](#) [Charles](#) [Communications](#) [Charles](#) [Krug](#) [Winery](#) [Chinese](#) [Climber](#) [Pouch](#) [Colorado](#) [Da](#) [Capo](#) [Press](#) [Darcie](#) [Kent](#) [Vineyards](#) [Diablo](#) [Wine](#) [Drink](#) [Alsace](#) [Eden](#) [Road](#) [Wines](#) [Finger](#) [Lakes](#) [French](#) [wines](#) [Garnacha](#) [Hand](#) [of](#) [God](#) [Wines](#) [Illinois](#) [River](#) [Wine](#) [Trail](#) [Illinois](#) [beer](#) [Illinois](#) [restaurant](#) [Indiana](#) [restaurant](#) [Josh](#) [Cellars](#) [Lora](#) [Krukak](#) [Lynfred](#) [Winery](#) [Master](#) [Class](#) [McCay](#) [Cellars](#) [Mendoza](#) [Merlot](#) [Michigan](#) [restaurant](#) [Missouri](#) [Wines](#) [Nebraska](#) [Paso](#) [Robles](#) [Portland](#) [Prosecco](#) [Round](#) [Barn](#) [Winery](#) [Shiraz](#) [Snooth](#) [Tasting](#) [Stone](#) [Hill](#) [Winery](#) [Turkey](#) [Leftovers](#) [University](#) [of](#) [California](#) [Press](#) [VA](#) [winechat](#) [Veggies](#) [For](#) [Carnivores](#) [Virginia](#) [wine](#) [WBC15](#) [Wines](#) [of](#) [Uruguay](#) [Zinfandel](#) [biodynamic](#) [winemaking](#) [brewery](#) [drink](#) [local](#) [eat](#) [local](#) [guest](#) [post](#) [joy](#) [of](#) [cooking](#) [locavore](#) [organic](#) [wine](#) [quote](#) [red](#) [wine](#) [tempranillo](#) [day](#) [vegan](#) [cookbook](#) [wine](#) [club](#) [wine](#) [education](#) [wine](#) [humor](#) [wine](#) [movie](#) [#WBW80](#) [2013](#) [50](#) [States](#) [of](#) [Wine](#) [50](#) [states](#) [project](#) [A](#) [Year](#) [in](#) [Burgundy](#) [Argentinian](#) [wine](#) [Australia](#) [Australian](#) [wine](#) [Authentic](#) [Wine](#) [Baroda](#) [Beer](#) [Camp](#) [Across](#) [America](#) [Beer](#) [and](#) [Cheese](#) [Pairing](#) [Benton](#) [Harbor](#) [Bentwood](#) [Tavern](#) [Bistro](#) [Bocce](#) [Bodega](#) [Trivento](#) [Bokisch](#) [Vineyards](#) [Bordeaux](#) [Wines](#) [Bowling](#) [Brandlive](#) [Burgundy](#) [Cafe140](#) [Cava](#) [Charles](#) [Comm](#) [Chicago](#) [loop](#) [Chicago](#) [restaurants](#) [City](#) [Winery](#) [Colorado](#) [wine](#) [Columbus](#) [Complexity](#) [New](#) [Zealand](#) [Contessa](#) [Wine](#) [Cellars](#) [Conundrum](#) [Wines](#) [Corkscrew](#)



DIY Domaine Berrien Dr. VINO Dry Rosé Eatly Chicago Eric Asimov Foraging Free Run Cellars Freixenet Gerald Asher Harney Lane Winery Holidays Idaho Wines Illinois River Winery Indiana Wines International Wine of the Month Club Jackson James Conaway James River Cellars Karma Vista Vineyards Le Grotte Le Marche Leelanau Peninsula AVA Les Vignes de Bila-Haut Lettuce Entertain You Limoncello Lodi Native Project LodiLive Lombard Marsanne Maynard James Keenan Meat Lover's Meatless Cookbook Mediterranean Food Mia Michel Chapoutier Michigan beer Naked Wine Napa Cellars New Kent Winery New York wine New Zealand wine Oakbrook Terrace Ohio restaurant Old Shore Vineyards Paso Robles Wine Penticton Pinstripes Precept Wine Rare Beer Club Recipe Red Blend Rock and Roll Wine Rodney Strong Vineyards Rosé Wine Rutherford Dust Society Saké SakéOne Santa Barbara County Wines Sawtooth Winery Seasons 52 Restaurant Segura Viudas Soldier Field Sonoma Coast Soy Nog Ste Chapelle Winery Steak Super Bowl Sweet and Savory Holiday Pizza Tannat Taste of Oktoberfest Tempranillo Terry Hope Romero The Biltmore Estate Wine Company The Inspired Vegan Try It Thursday United Wines of Veneto Uproot Wines Uvaggio VA wine Vegan Eats World Vegan Heritage Press Vietnamese Vinho Verde W.E.P. French Wagner Family of Wine Washington wine Wente Whole Foods Wildfire Restaurant Willamette Valley Williamsburg Winery Wine Bloggers Conference 2013 Wine Bloggers Conference Scholarship Fund Wine Blogging Wednesday Wine Cycling Wine Infographic Wine Pairing Wine Tourism Conference 2013 Wine and Cheese Pairing Wines of Vinho Verde World Vegan Feast ZGRWine beer and food pairings brewpub buying wine cabernet franc donate drinklocalwine farm to table gastropub grill m2 Wines petite sirah pizza plant based protein plastic bottle ravenswood winery recommended reads rosé skiing sparkling Moscato sushi tasting room uncommon varietals wine event winebook winemaking winery "Chicago's Most Romantic Restaurant" #CarmenereDay #WineStudio #Winechat 10 Crazy Food Names Explained 10 Great Wines for \$10 or Less 10 Things About the Wine Business 100 point scale 100 varietals 100-Point Wine Rating Scale 12 Corners Vineyards 150th vintage 1966 Clos Fourtet 1985 2 Buck Chuck 2009 Cabernet Sauvignon 2010 Merlot 2010 Old Vine Malbec 2010 Pinot Noir 2010 The Coach 2010 Zinfandel 2011 Beaujolais Nouveau 2011 Cabernet Sauvignon 2011 Petit Verdot Ghelmetti Vineyard 2011 Top 100 Wines 2011 Vintage 2011 Zafrika 2012 2012 Finger Lakes Riesling Launch 2012 Holiday Gift Guide 2012 Sauvignon Blanc 2013 California Pinot Noir 2013 Vidal Blanc 2013 Vintage Rieslings 2014 Holiday Gift Guide 2014 Shiraz- Cabernet 27 Live 2Bench 4th of July 70's A Balanced Diet A Beginner's Guide to Wine A Blooming Hill Vineyard A Carafe Of Red A Drink a Day A Life in Wine A New Napa Cuisine A Toast To Champagne A Vineyard in My Glass A Vineyard in Tuscany A Year in Wine A to Z of Craft Beers Not Actually Craft Beers A.O.C. Appellation Pessac-Léognan AC/DC AWC-270E Academia do Vinho Acquisce Wine Adam Puchta Adelaide Hills Alton Alps Airèn Albero Bobal Rosé Albero Sparkling Wine Albino Armani Albion Alcohol Abuse Center Alcohol and Tobacco Tax and Trade Bureau Alconte Alex Lifeson Alice Feiring Allied Shirts Allison Arevalo Alphabet Beer Co Alto Cinco Amado Sur Malbec Blend 2013 America's Love of Wine Infographic American Beer Classic American Painting Culture and Cuisine American Vegan Kitchen American Wine Society American cuisine American tapas Anderson's Winery André Clouet Angeline Winery Anna Blessing Anthony Terlato Antico Posto Apex Mountain Resort App Argentine Pinot Noirs Arizona wine Arlington Heights Art Institute of Chicago Art and Appetite Asheville Asian Association des Vins Naturels Aston Martin DB6 MKII Volante Aduacy of Hops August Hill Winery Augusta Winery Austrian Wine Austrian wine USA Azienda Agricola Biasiotto BBQ Sunflower Tofu BCVQA Bacon vs Jerky Bad Bear Brewery Badet Clement Balzac Communications Bangkok Cafe Barbakoa Barbara Scott-Goodman Barbecue Bareburger Baroda Founders Wine Cellar Barrington Barrio Urban Taqueria Bartlett's Bartlett's Gourmet Grill and Tavern Basil Fawly Be Thankful for Wine Bechthold Vineyard Becoming a Winemaker Been Doon So Long Beer Bar Beer Builds Bones Beer Camp Tour Beer and Wine Beer and Wine Revenue Act Beginners Guide to UK Wine Belgian-inspired Berghoff Restaurant Berrien Springs Beso de Vño Best Apps for Organizing Your Wine Cellar Bethel Heights Vineyard Beverly Shores Beyond Beaujolais Beyond Meat Bianco Venice Biltmore Estate Binny's Beverage Depot Bjornson Vineyard Black Sage Bench Black Saison Ale Black Sheep Black Star Farms Blanc de Blancs Blood Alcohol Calculator Blue Danube Wine Blue Duck Tavern Blustone Vineyards Bodega Chacra Barda Bodegas Carrau Bodegas Ramon Ramos Bodegas Salentein Bodegas San Valero Bodegas Valdubon Bodegas y Viñedos Montecastro Bombay Spice Bonefish Grill Boneshaker Zinfandel 2012 Bonny Doon Vineyard Bordeaux Blanc Borra Vineyards Bottles Bottom of the Bottle Bouchard Aîné et Fils Bowers Harbor Vineyards Brancott Estate Brass Monkey Brazilian steakhouse Brew Masters Bridgman Brix and Stone Gastropub Brixen Ivy Broken Compass Brewing Brookstone Brotherhood Winery Brut Millesime Vintage 2002 Brut Rose Bryanna Clark Brogan Bryant Terry BuckleDown Brewing Buena Vista Winery BuildASign.com BuzzCheck CCBW CFRBrandlive CS Vin Cabela's Cabernet Sauvignon 2011 Cairden Estate Calatayud California White Wine 2010 California beer Campo de Borja Canadian wine Cantine Aurora Dolce Stilnovo Capay Valley Cardbordeaux Carlson Vineyards Carlucci Carmel Valley Carolyn Evans Hammond Casa Castillo Casey Flat Ranch Castillo Ducaj Tinto Joven Cauliflower Crust Pizza Caves du Fournalel Ca' Momi Winery Ca' Rosa Frizzante Celebrity Cellars Celebrity Vineyards Cellar Door Centanni Family of Wines Ceradello Prosecco NV Certified Organic Grapes Chambourcin Champagne quote Champaign Chancellor Chardonnay Day Charles Krug Chateau Aeronatique Winery Chateau Tanunda Cheese Central Cheese and Beer Chehalem Mountains Chehalem Mountains AVA Chenin Blanc Cherry Creek Winery Chesterton Chianti Classico Grand Tasting Chicago Bears Chicago By the Pint Chicago Craft Beer Week Chicago French Market Chilean Chardonnay Chipotle Chocolate Chip Scones Chocolate Garden Christian Senez Christopher Columbus Christopher Kostow Chronicle Books Château Carbonnieux Château Carbonnieux 1970 Château Grand Corbin Château Grand Corbin-Despaigne Château Margaux Cider Summit Chicago Cinque Insieme Cinsault Classy People Cleveland Climber Red Cline Cellars Clos des Chênes Closures Cody Kresta Winery Colle Monteverde Pecorino Colonial Virginia Wine Trail Columbus Day Comique Révolution Blanc Commercial Wine Competition Common Thread Common Threads Complete Wine Course Contemporary American Contra Costa County Cooper Mountain Vineyards Copa Cabana Cork Corkicide Cornerstone Cellars Cornerstone Cellars 2010 Howell Mountain Cabernet Sauvignon Corona de Aragón Correll Vineyards Corsica Cougar Semi-Sparkling White Cow Quote Craft Beers Craft Beverages Unlimited Creating Compelling Content. Live Wine Blogging Creekside Cellars Creekview Vineyards Crest Mountain Grill Cru Classé de Graves Crème Brûlée Culinary Institute of America Cultivate Festival Chicago 2013 Cutesy Monster Man Côtes de Provence Côtes du Roussillon Villages 2014 DMK Burger Bar DTBTF DVD Review DWCC Daniel Duane Danubia Darien Dark Chocolate Vegan Truffles Dave Matthews Dave McIntyre Davis Bynum Wines Dearly Beloved 2011 | Thee Red Decopas Wines Del Frisco's Double Eagle Steak House Delicious Michigan Despaigne Destihl Restaurant and Brew Works Devil's Collection Digital Wine Communications Conference Divalicious Red Divalicious White Divine Vintage Dogfish Head Craft Brewery Dolcetto Domaine Loubejac Domaine Vigneau-Chevreau Don't Drink and Drive - let the drunk come to you Don't drink and drive Doobie Brothers Doppel Dorothy's Homemade Tamales Double Blind Downton Abbey Doña Paula Dr Konstantin Frank Dr. Seuss Dream Walking Dreena Brunk Blog of the Day Drink Local Wine Week Drink Them Before They're Famous Drink Uproot Dundee Hills Dundee Hills AVA E3 VIP EWBC EWBC scholarship Earn Some Wine Earth Day Earthstone Eat the City Eatly Eco-Glass Abbey Edward Barrel Selection Elena Walch Ellen Crosby Engagement English Wine English beer Enjoying and Learning about Wine Eola-Amity Hills Eola-Amity Hills AVA Epic Restaurant Epicuro Aglianico del Beneventano 2009 Eric Miller Erin Wade Espiral Vinho Verde Estancia Winery European Wine Bloggers Conference Evan Dawson Experiencing Colorado Wine Eyrie Vineyards FLXRiesling FOMO Fabblioli Cellars Facebook Fake Chicken Fajitas Fake Meats Familia Nueva Familia Schroeder Saurus Fatty's Pizzeria Faust Faust Winery Fenn Valley Vineyards Ferenc Máté Fiddlehead Restaurant Fifty Shades of Grey Finger Lakes Wine Alliance Finger Lakes Wine Alliance Virtual Tasting Finger Lakes Wine Region Fingerprint Series Red First American AVA Fling Gewurtztraminer Flippin' Sweet Fogo De Chao Fogo de Chão Follow your favorite wines from dirt to glass Food and Wine Pairings Foodista Four Vines Francis Marion Crawford Free The Grapes Freekeh French Bistro French Onion Soup Fresh Grill Fresh and Easy From Barrel to Bottle Fromager d'Alfaino Fromagerie Guillooteau Front Porch Music Series Fulcrum Books Fulkerson Winery Fullsteam Brewery Furmint GSM blend Gamay Garbó Garnatxa Negra Gary Vaynerchuk Gascony Vineyards Geddy Lee Geja's Cafe Genoa Restaurant GeorgesDubeouf German Wine USA Ghirardelli Gift Giordano Wines Giveaway Giving Up Wine Glacier Glenview House Gnarly Head Golden Mile Bench Good Better Best Wines Good Vines Wine Goodfellow Family Cellars Gourmet Gift Baskets Grace Estates Winery Grade Inflation Graffigna Centenario Pinot Grigio Gran Reserva Grand Barossa Grand River Marketplace Grandes Vinos y Viñedos Grands Crus Classés of Saint-Émilion Grapes Under Pressure Gravity Wine Gravity Winery Great American Wine Festival 2013 Great Lakes Greg Koch Greg Lorenz Grenache Grenache Rosé Ground Effect Wine Co Groundswell Vineyards Growing Hops at Home Gruet Rosé Gruet Winery Grüner Veltliner Guenoc Guenoc Wines Great Lakes Auction Guy Fieri H.R. 1161 HRM Rex Goliath Hahn Family Wines Half Empty or Full Hall Wines Halloween Candy Happy 4th of July! Happy Anniversary Charles Shaw Happy Birthday Happy Halloween Happy Holidays Happy Thanksgiving Happy Veterans Day Harvest Live Haute Sausage Have some wine Haymarket district Head Training Grapevines In The Midwest Hemet Here's to the corkscrew Herencia Altes Heritage Oak Winery Heron Hill Winery Hickory Creek Hickory Creek Winery Hilltops Hinsdale Hoffman Estates Holiday Gift Suggestions Holiday Turkey Panini Holiday Turkey Po' Boys Holman Ranch Home Run Inn Homeroom Restaurant Hoosier Beer Horseshoe Casino Horton Vineyards. Norton grape Hotel Sax How to Bottle Wine How to Love Wine Howell Mountain Hudson Valley Hungarian wine Hungary Hyland Estate | Dream of Falafel | Love Wine I'm not a WINO I'm a WineYES IEEM III Forks Chicago IceWines Idaho wine Identità Chicago Identità Golose If You Love This Beer Then You Will Love This Wine Illinois mushroom hunting ImBIBE Imagine Wine Imperial Milk Stout Improve with Wine Indian Indiana wine Innovación Interesting Italian Varietals From California International Tempranillo Day Iowa wine Iron Chic Is Organic Wine Better? It Takes A (Wine) Thief Italian Rustic Squash and Kale Tart Italian wine importer J. Christopher JK Carriere JL Quinson Jacob's Creek Jade Dragon James Laube Jamie Goode Jammin' in the Vineyard Janet Fletcher Japanese Jasper Winery Jean Gabin Jim Law Joe Bastianich Joel Stein's 50 States Of Wine John Cleese Jolie Saison Jon Staenberg Joseph Drouhin José Galante Journey Journeyman Distillery Joy in my Heart Juan Gil Jules Chauvet Julianne Balmain Junmai Saké KIBO KISS Army Kadarka Kahlúa Peppermint Mocha Kate



Mathis Kearney Keith Goldston Kelly Dobkin Kendall College Kevin Zraly Keyes Canyon Ranches Kim O'Donnel King Family Vineyard Kramer Vineyards L. Mawby La Cream Winery La Crema Winery La Crema Wines La Finca La Madia La Promenade. Rosé 2014 La Scuola di Eataly Labeloff Lagunitas Brewing Company Lambrusco Dell'Emilia Bianco Lamoreaux Landing Wine Cellars LangeTwins Lao Sze Chuan Las Lilas Lasagna Laughing Cat Law Estate Wines Layer Cake Wine Lazy Bones Le Bouchon Le Grand Noir Le Metro Wine Le Metro – Wine Underground Leelanau Peninsula Wine Trail Legendary Costume Contest Lemon Creek Lemon Creek Winery Lemon Tree Grocer Lenne Estate Lentil Mango Salad Let Them Eat Vegan Liberte Life After Death Lincoln Liquid Voices Little Black Dress Wines Little Sumpin' Sumpin' Livermore Livermore Valley Local Nectar Cider Locally Brewed Locally Grown Location Vote Lodi Live Lodi Summer Whites Lodi Winemaking Protocols Loire Valley London 2012 Olympics Lone Oak Vineyard Estate Long Arm Lot 81 Red Blend Los Hermanos Vineyards Lost Abbey Loving Hut Lunch with a Legend Luxury Tailgating Lynn Aleksandr Lyons M. Lawrence Madison Craft Beer Week 2015 Maestri Italiani Magnificent Mile Magnum Malbec World Day Malbec- Syrah Rosé Mandola Estate Winery Margaret Fuller Margarita Rehydration Mario Batali Markus Wine Company Marlborough Martin Luther Master Sommelier Matello Wines Maybe it's the wine talking... Mayor Rahm Emanuel McMinnville McMinnville AVA Meatless Monday: What Is It? Meditation Meiomi Wines Memorial Day Men's Journal Merano Wine Festival Mercer Canyons Wine Mercer Estates Winery Meritage Merlot Over and Play Dead Mi Casa Michelle Cleveland Michigan City Michigan Wine Showcase Michigan Wine Trails Michigan apples Michigan's Rosé Wines MichiganVine Microbreweries Midwest Wine Region Mike Ditka Wines Millbrook Vineyards and Winery Minneapolis restaurant Mionetto Mionetto Prosecco Mise en Place Miso Missing Missouri Wine News Moillard Monastrell Monte Toro Roble Montelle Winery Monterey Monticello AVA Moretti's Ristorante and Pizzeria Morning Person Morton's Steakhouse Moscato Mosel Motörhead Mount Riley Wines Mourvedre Mourvedre Rosé Mouton Rothschild Mt Prospect Murrieta's Well Muscat Mutt Lynch Winery NV Vintner's Reserve Norton NZSipsChicago Nadia Gordon Nairs Oatcakes Naked Underground Napa River NapaQuake NapaStrong Napoleon Native Foods Cafe Navy Pier Nebbiolo Nebbiolo D'Alba Nebraska wine tasting New Buffalo New Jersey wine New Mexico New Wines of Greece New Year New Zealand NewAir Newman's Own Nick Wise Nico's Restaurant and Lounge Nihilist Russian Imperial Stout Nik Weis No Corkscrew No Problem No Soliciting! No Wimpy Wines Noboleis Vineyards Non-Traditional Holiday Sparklers North Carolina Wine Norton Nouveaunday Nueva Familia Nugget Nutritional Yeast OWOCwines OZV Oak Brook Oak Park Oak Ridge Winery Obed and Isaac's Octave Grill Official Wine of Halloween Ogio Wines Okanagan Valley Olaszrizling Old Vine Zin Old Vine Zinfandel Old World Vines Old York Cellars Old Zinfandel Vines Older Wines Oliver Winery and Vineyards Omero Cellars One Girl One Glass One Warm Coat Onesta Wines Operation Homefront Oregon Oregon wines Organic Chocolate Stout Orland Park Otis Wilson Our World Our Community Outdoor Vino Outdoor Vino Wanderlust White Oven Baked Zucchini Fries PITC PL8 Simply Asian Painted Rock Estate Winery Pairing Guide Pairing Wines and Chocolate Palate Press Paleo Part II Particular Cariñena Paso Wine Man On Vino Variety Passion Pasteur Restaurant Patricia Green Cellars Penetration Penrose Brewing Pentavini People Lounge Perfect Pairings Pertinace Peter Mondavi Peter Mondavi Family Petite Sirah 2013 Pi'nouf 2009 Languedoc Red Picnicking with Wine Picton Bay Pie Hole Piemonte Pinot Days Pinot Envy Pinot Grigio Pinot Rosés Pinotage Pints for Prostates Pioneer Wine Trail Pittsburgh Pizza Rustica Chicago Pizzeria Planet Bordeaux Po' Boys Poag Mahone's Carvery and Ale House Poderi Arcangelo Winery Pontificis Portugal Positioning Your Blog Pour de France Prairie State Winery Preemption Premier Cru Price World Publishing Primal Prince Charles wine car Prohibition Protecting Mediterranean Grapes Provence Food and Wine Provence in the City 2014 Public House Purple Slay with Toasted Pecans Purple Wine Company Pushpin Wines Quail Creek Quandary Grille Quarry Books Quattro Quick and Easy Vegan Slow Cooking RIP Ramen Ramen-San Randall Graham Raphael Dal Bo Ravenswood Ravines Wine Cellars Ray Walker Re Midas Rebar Red Frog Events Red Newt Cellars Reggiano Lambrusco Rosso Dulce Regional Wine Week Removing Wine Labels René Barbier Mediterranean White Repeal Day Repeal of Prohibition Reserve Collection Responsibility Restaurants in Breckenridge Revolver Mag Rhone Rangers Rianza Wines Ribbon Ridge Ribbon Ridge AVA Ribera del Duero Richard Betts Richmond Rick Bayless Riesling Hour Riesling Launch Rinascimento Wine Company River North Road Trip Roasted Root Vegetables Robert Louis Stevenson Robert Mondavi Robin Mather Robin Shulman Robin Williams Rocca Sveva Rock and Roll Cellars Roka Akor Romanée-Conti Rosado Roselle Rosemount Estate Rosso Piceno Contra Duvaine Rosé 2014 Rosé Roundup Rosé wines Round Barn Brewery Rousanne Ruffino Presents Run to the Finish Rush Rutherford Dust Rutherford Restoration SOMM Saint's Devotion Saint-Émilien SakeOneLive Saké One Salt Lake City Salt of the Earth Salvador Dali Sam Calagione Sam Harrop Samuel Smith Old Brewery (Tadcaster) Sandhill Crane Vineyards Sangiovese Santa Julia Sardinia Saucy Mama Saucy Porka Saude Creek Winery Saude Creek Winery Save Water Save water...drink wine Scarily Good Wines Schaumburg Scholarship Recipient Score Revolution Scott Mansfield Scratch and Sniff Screwcap Seccola Frizzante Secret to enjoying good wine Semillon Sensational Soave Sesame Rice Noodles and Melon Herb Salad Session XV Session XVI Session XVII Seyval Blanc Share the Warmth Sheridan Warrick ShopHouse SE Asian Kitchen Show Me State Sierra Nevada Silver Moon Winery Similkameen Wine Simple hop trellis Simply Italian Great Wines Sine Qua Non Sip Happens Skydeck Sleeping Bear Winery Slovenian wine Slurping Turtle Sly Fox Beer Snake River Valley AVA Snake wine Soave USA Soba Noodle Sofia Rosé Somontano Sonoma Sonoma Cider Sonoma County Sorelle Winery Sour Beers Southern Tier Brewing Company Southwest Michigan Sparklers Spinach Spring Break Spring Releases Springfield St Helena St Jorge Winery St Julian Winery Stack Wines Standing Stone Vineyards State of Wine Blogging Stefani Jackenthal Stella Rosa Sterling Steven Kent Winery Stew Stoller Family Estate Stone Hill Winery Vidal Blanc Storey Publishing Strange Brew Stray Dog Bar and Grill Strong Waters Summer Sippers from the Southern Hemisphere Summer in a Glass Summer of Riesling Sunny McCoskey Napa Valley Mysteries Sunrise Side Wine and Hops Trail Turly Brewing Company Survival Tips for Men Sustainability Sutter Home Sweaty Betties Swedish Hill Winery Sweet Pea Soup Sweet Potato Soup Sylvain Gaudron Sunray TL's Four Seasons Tabor Hill Tabor Hill Winery and Restaurant Taco Joint Urban Taqueria and Cantina Tacos TapHouse Tapas Tapeña Wines Tapistry Brewing Taproom Taste Tasting Tour Tempranillo Advocates Producers and Amigos Society Tenuta del Gaij Tequila Terlato Terra Alta Terra D'Oro Winery Teroirs of Riesling Terry These Texas Thai The Anvil The Artisan Collection The Backyard Vintner The Beer Prayer The Bent Brick The Big Kahuna Wines The Blue Iguana The Brewer's Apprentice The Classic Water to Wine Tour The Complete Idiot's Guide to Starting and Running a Winery The Craft of Stone Brewing Company The Difference Between Bordeaux and Claret The Durand The Far Side of Eden The Feast The Feast Nearby The Fermentary The Flatbread Pizza Co The Flying Fig The Forgotten Isles The Frugal Tasters The Gambler The Hatchet The Heritage Vineyard The History of Michigan Wines The Homebuilt Winery The Hormone Guide The Independent Spirit The Little Red Wine Dress The Long Road Shiraz The Mac+Cheese Cookbook The Many Different Types of Wine The Pitchfork The Prairie Ghosts The Purple Pig The Road to Burgundy The Rose Establishment The Rusty Grape Winery The Spur The Vintner's Apprentice The Way To Make Wine: How to Craft Superb Table Wines at Home The Whip The Wine Bloggers Conference Scholarship The Wine Taster Theodor Geisel Thirsty Thursday This Day in History Thomas Pellechia Three Oaks Three Wishes Thunderhead Brewing Company Time Magazine Tinhorn Creek Tips for Becoming a Wine Aficionado Tontottes Toscano Rosso Town Hall Brewery Tramquility Vineyards and Winery Trapiche Treble Treble-Maker Grill Trinchero Family Estates Trione Vineyards and Winery Trump Chicago Tuesday Tasting on a Wednesday Turkish Wines Tuscan Red Tuscan wine Twenty-first Amendment Twitter Two Brothers Brewing Tyler Colman U.S. National Wine Competition UNESCO USTREAM TV UWV Uco Valley Uncork Illinois Uncorked Ventures Uncorked: Wine Made Simple Under the Tuscan Sun Une Annee Brewery Union Pier Unquenchable Untappd Untitled Restaurant Urban Farm Urban Legend Brewing Co Urban Riesling 2014 VA wine chat VOGA Vail Resorts Valdubon Reserva Valentine's Day Valparaiso Vancouver Vegan Popcorn Vegetarian's Complete Quinoa Cookbook Velo Vino Napa Valley Veritas Vineyard Vertical and Vintages Veuve Clicquot Ponsardin Vicky Park Victorian Claret Video Montage Video Wine Chats Videography Vignoles Vin de City Red Vin-Aire VinRoc Wine Caves VinePair Vinny's East Coast Pizzeria Vino2Go VINOcaddy VINOrai VINOerve Vintage 2015 Vintage Illinois Vintage Indiana Vinthology Vintner's Collection Vintners Blend Vintners Hall of Fame Viognier Virginia Volnay Premier Cru Clos des Chênes Voodoo Vintners Vouvray Voveti W. Blake Gray WBC Scholarship WBW81 WEP French WPTAcademy WTC13 Wagner Vineyards Wanderlust Wining Warner Winery Warrant Warrenville Washington DC Waterbrook Wine Waterman Waterman Winery and Vineyards Watts Wine We Will Serve No Wine.... Weber Grill Restaurant Welch's Wente Vineyards Wenwood Farm Winery Westmont Westrey Wine Company Oregon wine Whiskey River BBQ White Varietals White Wine Versus Red Wine Whitecap Books Whitecliff Vineyard Whitesnake Wickets Bar and Grill Willamette Valley Vineyards Willis Tower Windows on the World Wine Bites Wine Blog Awards Wine Blogger Conference Scholarship Wine Bloggers Conference 2014 Wine Bloggers Conference Scholarship Wine Bloggers Scholarship Fund Wine Country Ontario Wine Dogs USA Wine Expert Wine Festival Wine Flight Wine Label As Art Wine Mosaic Wine Olympics Wine On The Fox Wine Pairings Wine Personality Test Wine Politics Wine Simplified Wine Spectator Award Wine Trivia Wine Wall of Fame Wine Wit: Etch-A-Sketch Wine and Beer Christmas Wine and Dessert Pairings Wine and Fall Flavors Wine and Running Wine and Wings Wine country mysteries Wine cruise Wine for Dinner Wine in my hand Wine to Me is Passion WineLine WineWednesday WineYes! Winecation Wineocology Wineries of Old Mission Peninsula Wineries' vegan awakening Wines That Rock Wines of Alsace Wines of Chile Wines of Garnacha Wines of Germany Wines of Portugal Wines of Portugal Grand Tasting Wines of Provence Wines of Pure Expression Wines of the USA Wines with a Why Winestyr Winged Paradise Mountain Winter Whites Wisconsin beer Wisconsin wine Wolf's Ridge Brewing Wollersheim Winery Wonder Works Children's Museum Wonderlust Woodchuck Hard Cider World Heritage Site World Malbec Day World Vegan Day World Vision Wyncroft Mariand XOCO Yamhill-Carlton Yamhill-Carlton AVA Yes Way Rosé You Can't Buy Happiness You Know You're a Wine Geek When Youngberg Hill ZORK wine closures Zagat Zest Bistro Zinfandel Rising Ziobaffa Zocalo Restaurant and Tequila Bar Zuccardi Zucchini Pancakes aftershocks alcohol rehab archive art artisan backyard vineyard bacon banner maker barbera barriochicago bechlidish beer beer bucket beer festival beer of the month club beets bicycles bines versus vines biodynamics blog award bread+bar brewery visit brewing process brunello bumper sticker maker burgers calzones canned beer carry out champagne day charity cheese cheese tasting chefs chilling wine cider cider tasting civic duty clothing made of wine collaboration beer compressor wine cooler conference contest cookbook review cork alternatives craft distilling cultivatefest custom crush facility damage documentary drink drink



local wine drink pink drink socially drinkUproot dry farming earthquake eat effervescent red election day ethical butcher exam exhibit fakemeats family restaurant farm-to-table film review fire inspired fondue food food and beer pairing food blogger food critic food destination garagiste gift set gran reserva wine grape crop grass fed beef green eggs and ham grilled food hallowino hard cider healthy eating heritage plantings history of beer honkytonk hopyard in the cellar interview kayaking kcoleuncorked libations lime locally sourced lodging man versus wine marathon membership minimalist winemaking modern American movie review murder mushrooms music and wine name that beer new business cards nine lives no new oak nutmeg nutrition old wines olfactory olive oil omnivores opening wine organically grown grapes panini parsnips phylloxera pinot blanc pinstripesbbb pool food popcorn sampler processed food quinoa reading between the wines recent whites red blends relaxation results roadhouse rooftop sake sangria sausage sandwiches science seafood secco sense of place serie riberas slow cooker solar power sommit sonoma county old vine zinfandel 2009 soy curls spam spirits sports bar statistics steakhouse steampunk stinky cheese support sustainable winegrowing t-shirt terroir the Little Penguin tl\_wine toast to a friend who passed trade show tryargovino turnips unoaked urbanspoon value varietals vegan no more vegan pancakes vegan wine villas in Tuscany vineyard vineyard site selection vote whiskey white blend white wine wine pairings wine 101 wine additives wine aerator wine and politics wine and sun wine art wine auction wine bar wine bloggers wine book wine casual wine consumption wine distribution wine facts wine forecast wine growing wine health wine in moderation wine in the Bible wine jobs board wine market wine marketplace wine nutrition wine philosophy wine pricing wine reviews wine sample wine scores wine statistics wine storage wine tasting virtual tasting wine that's fun wine toast wine trails wine type taste wine wit. wine is cheaper than gas wine witch winery visit wood fired oven world's best onion rings Éclat de Sauvignon "I'm A Big Illinois Beer Enthusiast!"

### 50 States of Wine Disclosure Policy

This blog is a personal blog written and edited by Kovas and Laima Palubinskas. For questions about this blog, please contact me at [Kovas@50statesofwine.com](mailto:Kovas@50statesofwine.com).

The authors of this blog accept forms of cash advertising, sponsorship, paid insertions or other forms of compensation.

This blog abides by word of mouth marketing standards. We believe in honesty of relationship, opinion and identity. The compensation received may influence the advertising content, topics or posts made in this blog. That content, advertising space or post will be clearly identified as paid or sponsored content.

The owners of this blog are compensated to provide opinion on products, services, websites and various other topics. Even though as owners of this blog we receive compensation for posts or advertisements, we always give honest opinions, findings, beliefs, or experiences on those topics or products. The views and opinions expressed on this blog are purely our own. Any product claim, statistic, quote or other representation about a product or service should be verified with the manufacturer, provider or party in question.

This blog does not contain any content which might present a conflict of interest.

This policy is valid from 21 September 2011 - to get your own policy, go to <http://www.disclosurepolicy.org>

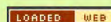
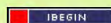


blog log



### Wine Directory

**Paso Robles Wineries** - Wineries located in Paso Robles, California and the surrounding Central Coast.



### BlogCatalog

**FOODIEBLOGROLL**  
Total Blogs: 16668  
**Earn Revenue:**  
• [Join The Publisher Program](#)  
**Most Recent 5 Blogs:**  
• Puffinny  
• HomeBakingFairytale  
• marlasmuffins.com  
• The Culinary Jumble  
• Lights Camera Spatula  
[Add Your Blog](#)

50StatesOfWine.com and content across all social media © 2011-2014 Kovas and Laima Palubinskas. Simple template. Powered by [Blogger](#).

## BOSSY'S FAVORITE THINGS: VOL II

April 09, 2015



Favorite things aren't just for the holidays! In honor of my one year "blog-iversary" I'm giving you a fresh list of things that I can't live without that I think you should check out. (Click [here](#) to read my first favorite things list.)



1. **Warby Parker Eyeglasses:** This gets #1 billing on my list because this concept is f\*cking awesome. Sure, this isn't really "new" (the company was founded in 2010) and Oprah already put them on her favorite things list a few years back, but I just had my first experience with the process so it's new to ME. I did two try-at-home kits, then went to the store at Buckhead Atlanta to try on more and made my friend Mary (and some sales clerks) help me decide. They also give advice on Twitter. I did it all. My "Upton" glasses are on the way!



2. **Jergen's Natural Glow Sunless Tanning Products:** I know I probably have to forfeit my girl card for buying tanning lotions from CVS, but these are inexpensive and actually work. For early in the season go with the "3 Days to Glow" to get a good base, then maintain your natural tan with the Daily Moisturizer. Simple as that. They smell good too.

After crunching all the numbers

The numbers  
don't lie, you're  
fucking awesome.



Baby Bear has come to a  
conclusion: you're fucking awesome.

© Sebastien Millon





3. **Sebastian Millon cartoons:** I'm in love with these cartoons. They give me the complete giggles whenever I look through them. That damn bunny kills me.



4. **La Finca Malbec and Tempranillo Wines (found at Trader Joe's):** When all you want at the end of the day is a bottle of cheap wine and your woobie, pick up some La Finca from Trader Joe's and drink all your cares away. It's \$4.99 a bottle, but still tastes decent; perfect for when you're going to drink the whole bottle in thirty minutes anyway.



5. **The Scottish Fine Soaps Company Au Lait Bath Collection:** My old boss (and by "old" I mean "former") got me inadvertently hooked on these lotions and body washes: I was supposed to pick them up for *her* whenever I saw them at TJ Maxx, but then I tried them and got hooked and now I just buy them for myself. They smell just like milk! Just kidding they smell like soap - very clean and fresh and light.



6. **Better Call Saul on AMC:** For those of us mourning the end of Breaking Bad, here is some relief. *Better Call Saul* is the prequel to BB and focuses on Jimmy McGill (aka Saul Goodman) and his faltering career as a lawyer before he ever came to know Walter White. BCS is addictive and one of the only shows I'll watch the very night it's on. Season 1 is winding down next week so catch up on

AMCTV.com, Amazon.com or itunes.



7. **Zadro LED Lighted Travel Mirror:** You know how it is, you're traveling and you get to a hotel that has NO good lighting to put your make-up on. So you either go out looking au natural or like a hooker. Not anymore. This mirror is lighted, has both a regular mirror and a magnified mirror, and folds up into a little disc you can throw right in your suitcase. #Winning! Just don't come crying to me if you see more than you bargained for in that magnified mirror - you've *probably* never seen your face this close up before. It takes some getting used to.



8. **This shirt:** No explanation needed.



9. **Chobani Flip™ Almond Coco Loco Greek Yogurt:** In the world of afternoon snacks, there are good choices and bad choices. Overall, I'd call this one a good choice that feels like a bad one. Coconut flavored greek yogurt with bits of almonds and dark chocolate (note: these are both superfoods) to mix in? This is the most delicious yogurt you will ever eat.







10. **Beautiful Custom Handmade Photo Coasters:** A little self promotion never hurt anyone, right? Choose from handmade coasters designed using photos from several different cities (Atlanta, Boston and Nashville so far) or customize your own set with your favorite pet photos. The world is your coaster! What?! Yup, you heard right.

Jen  
xo

*P.S. The headers for each item are hyperlink-ed to where you can find them online if you want to purchase anything!*

Jen 4 Comments

Read This

Jergens, Etsy, Better Call Saul, Blogging, La Finca, Chobani, Spring, Oprah, Coasters, Wine, Favorite Things, Warby Parker, Amc, Cvs, Anniversary

1 Like Share



Preview

POST COMMENT...



**Melissa Miller**

8 months ago

I want that shirt for my dog!  
:-) - Melissa



**Jen**

8 months ago

It comes in all kinds of sizes!!



**Hilary**

8 months ago

I LOLed at 'bottle of cheap wine and your woobie' - every night, dude. every. night. Also, where do I get that shirt???



**Jen**

8 months ago

I forget to add: "...and my yoga pants."

Each item on the list has a hot link. Hover over "This shirt" and it should turn red so you can click on it. Now go buy it and get yer ass down here. :P

 Search

## FOLLOW ME!

Subscribe to receive Bossy is the New Black posts right to your inbox. \*

## FEATURED POSTS



Online dating is bullshit  
Nov 10, 2015



10 signs you're officially getting old  
Nov 7, 2015



9 Pinterest projects you need to try now  
Nov 3, 2015

5 easy & cheap DIY Halloween costumes for your dog (and how to make them)



Oct 16, 2015



F&CK CANCER: BUY PINK?  
Oct 4, 2015



"Why are you still single?" (I'll tell you why)  
Sep 26, 2015



I survived Jimmy Buffet  
Aug 20, 2015



Bossy's Favorite Things Vol III: Summer/Fall 2015  
Aug 5, 2015



Amazing Amy Schumer  
Jun 21, 2015



15 of my favorite things from the '80's  
Jun 9, 2015





## Cheap, Cheap, Cheap Wine

Written by Joe Abuso

February 2013

### Wines for Under Four Dollars (a bottle) – A My Table Tasting



Pretty much anyone can pick out a bottle of wine for \$30 and end up with something perfectly drinkable, if not downright excellent. It gets a little harder at \$10. But how about for *under* \$4? The fine folks at *My Table* decided, as a public service for everyone who loves or needs a bargain, to taste a number of wines at that price point and see just what could be found for less than the price of a good 6-pack of beer. The wines were all tasted blind, with our

tasting panel knowing nothing more about the 15 wines before them other than each wine's varietal and the fact that all the wines had *something* in common. It was revealed only at the tasting's conclusion that the common thread was the price: the wines were all \$3.99 or less per 750ml bottle. Each wine was rated on a scale from one to ten on these categories: color, nose, body, taste and finish, with ten being the best; a perfect score would garner an overall score of 50. Lively discussion ensued, with the level of liveliness increasing as the tasting progressed. Here then, are the results of our less than scientific, but more than fun tasting.

Even when one is on a Spartan budget, it's nice to start with bubbles. In this case, J. Rogét American Champagne, NV Brut (\$3.49). "Champagne," in this case, should really be in quotes, but it's hard to quibble for the price. There was a high level of bubblicity when the wine was first poured, which faded fairly quickly. The color was an attractive golden yellow. Our panel detected hints of over-ripe pears on the nose, but thought it a bit oxidized and a little tired. Some tasted Clementine oranges. It was deemed to be a pretty good party wine, and just the thing for Mimosas. It earned an overall score of 32 out of a possible 50. All things considered, not bad at all.



We then tasted our first still white wine, Trader Joe's Charles Shaw Blend 2011 Pinot Grigio, from California (\$2.99). It looked very bright in the glass, and exhibited some green highlights. The wine had ground white pepper on the nose, along with dried apricots and a certain doughiness that some panelists found "weird," but others liked. The body was pleasantly creamy. On the palate the wine was very clean, had dried apricots, but almost no finish. Its overall score was 32.5.

Next was another Pinot Grigio, this one by Cul-de-Sac from California (\$2.98). This wine was less popular than the two preceding it. Tasters liked the fennel on the nose, but not the slightly moldy funkiness. Some commented that the wine came across as contrived, and its acid artificial. Its overall score was 23.

Our next two wines were Sauvignon Blancs, the first being Trader Joe's Charles Shaw Blend 2011, from California (\$2.99). Its color was an attractive, if diluted, pale straw with greenish tints. Its nose was redolent of fresh herbs, mostly basil. On the palate, there was a quickly fading initial burst of acidity, then heat with a little citrus. It had no oak, and no finish. In its own low-rent way, it was a recognizable and admirable attempt at a Sancerre. Its overall score was 31.5.



### Testimonials

*Great job! Whatever shall we do next year? I am certain we will think of something.*

*~ Best Wishes, Caroline Tyson*



Next up was Trader Joe's Viñas Chilenas 2012 Sauvignon Blanc Reserva, from Chile (\$3.99). This wine was an attractive pale straw with green highlights. Its nose was fresh, with hints of lime and freshly mowed grass. On the palate, it was squeaky clean, herbaceous, nicely high in acid, had a little grapefruit, no oak and a decent finish. This turned out to be a real bargain in a classic Sauvignon Blanc. Its overall score was 35.

Now, it was time for a few Chardonnays. First, we tasted Santa Barbara Landing 2010 Chardonnay, from Santa Barbara County, California (\$3.99). This was the first genuinely unpleasant wine we tasted. It was a dull color and had an undistinguished nose. On the palate, there was some artificial-tasting oak, a lot of alcohol and no discernable fruit. The panel thought it came across as cheap and "manufactured." It had no finish to speak of. Its overall score was 21.5.

Our next Chardonnay was by Cul-de-Sac, from California (\$2.98). This wine had a very nice, bright golden color. It had an enjoyable nose of ripe, fresh pears. On the palate were more pears and a modest but attractive amount of oak all wrapped up in a smooth, round texture. It finished a little hot but, overall, was a straightforward and pleasant wine. Its overall score was 39.5.

Next we tasted Trader Joe's Viñas Chilenas 2012 Chardonnay Reserva, from Chile (\$3.99). This wine seemed to be defective. It was described as moldy, icky, fishy and reminiscent of something found under a bridge. Its overall score was 18.5.

Our final white was Purple Moon 2010 Chardonnay, from California (\$3.99). It started out with a respectable, bright golden color. It went downhill with a weak but waxy nose that one taster said is what they imagined a Chardonnay-scented candle would smell like. Its texture reminded another of sandpaper. Its taste was, "perfumey." Its overall score was 18.

Our first red wine was Cul-de-Sac American Merlot (\$2.98). This wine was not a favorite of the panel. It had a pale, faded color. The nose struck tasters as artificial, with hints of baked pastry mixed with a generic rot. The taste was also described as artificial, with a short finish of chemicals. One taster said, "It's kind of wimpy, like cheap nail polish that you have to do three coats of." I took her at her word. Its overall score was 18.

We then tasted two Tempranillos. The first was by La Granja 360, a 2011 from Cariñena, Spain (\$3.99). It was a concentrated garnet color. On the nose, it reminded one panelist of an old fruit roll up, and another of warm, plastic insulation on about-to-short electrical wiring. The panel felt the taste gave the impression that it had been stored in an inappropriate plastic container for a year. Its overall score was 16.5.

Next was La Finca 2012 Tempranillo, from Mendoza, Argentina (\$3.99). Visually, it was bright and concentrated. On the nose were strawberries (more jelly than jammy), and subtle cedar. The tasters found it to be elegant and smooth, with distinct red fruits, cedar and an interesting finish. Its overall score was 30.5.

We then moved on to another wine by La Finca, a 2012 Malbec, also from Mendoza, Argentina (\$3.99). It had a youthful, attractive color. Its nose was fresh, with a little bit of wholesome yeastiness. On the palate it was light, fresh, fruity and simple, with nothing unpleasant at all in the mix. One taster described it as, "A great patio pounder that you're not going to think about very much." Its overall score was 35.

Next up was Cul-de-Sac American Cabernet Sauvignon (\$2.98). This wine was, unfortunately, flawed. Comments included, "Smells like feet," "Smells like bacteria that grows in a winery - and I'm not putting this in my mouth" and, "Enzymes gone bad." Its overall score was 13.

Since we started with bubbles, I thought we'd end with slightly sweet bubbles. J. Rogét American Spumante (\$3.49) was chosen to fill the role. It had a copper color with a large, white head that reminded the panel of Miller Draft. It smelled of airplane glue, tasted of rancid bananas and was very sweet. One taster called it, "Essence of sorority pledge." Again, I took her word for it. Its overall score was 17.

Although not every wine in this tasting was one that we would love to drink again and again, there were a few very nice surprises considering the amazing price point. Budget never needs to be the reason to opt for iced tea again.

Our panelists were:

Joe Abuso

Marcy Jimenez at Houston Wine Merchant

Cheap, Cheap, Cheap Wine

Teresa Byrne-Dodge

Cameron Ansari

Taylor Byrne Dodge

Judy Patel

Melissa Deterling



[^ To the Top of the Page ^](#)

Copyright 2010 All Rights Reserved Suite Four LP

Website by Media A-Team, Inc.

# Clever Girl Reviews

INFORMATIONAL REVIEWS SINCE 2013

□ [Navigate](#)

## La Finca 2012 Malbec Review

JUNE 11, 2014 | BY: ERIN | [8 COMMENTS](#)



Who can resist trying a wine that's only \$4? Most people pass up these super budget wines because they are afraid of wasting money. When you shop at Trader Joe's as much as I do your fear of the budget wine prices lift because 50% of the time you are getting a value that far exceeds what you pay. The La Finca 2012 Malbec certainly falls into that category with a few caveats.

The La Finca 2012 Malbec comes in at 13% alcohol. I'm not sure it's 100% Malbec grapes but I'll explain why a bit later in the review. This wine is grown in the foothills of the Andes. Most of the Malbecs I've had lately have all been high altitude. Having a lower altitude may influence the flavor and tannins due to



different weather and terrior. The wine was aged in oak for 3 months. I'm going to assume this was a mix of new and neutral oak based on the flavor and aroma. We chilled this wine to around 65 degrees and used a generic stemless wine glass for tasting. The bottle and cork were in great shape. The wine was aerated with our trusty Vinturi. When the bottle opened we experienced a strong and promising whiff of cherry. The wine is a lovely dark purple as a Malbec should be.



The nose on the La Finca 2012 Malbec was incredible for the price. It's full of cherry both fresh and dried. The cherry was supported by black currant, vanilla,

oak, cedar, juniper berry, and the faintest hint of espresso. The flavors of the wine are the same but slightly more muted than the nose would lead you to believe. There was also a note of mushroom and spice from the mid palate into the finish. The finish was very long for a wine of this age and price. The acid was on the higher end of medium without being overkill but I'd certainly say that this is more of a food wine than a sipping wine. Luckily, I'd paired it with homemade spicy sweet potato fries and spicy lamb patties with thyme, rosemary, and caramelized onions. With the sweet potatoes the cherry became almost monstrous in the mouth. It was pretty intense. With the lamb the fruit was subdued which let the vanilla, mushroom, and spices take center stage. The spices went from being a baking spice accord to definite allspice and black pepper. While the wine had all the flavor components of something we would like there seemed to be a few issues. The tannins were way more aggressive than the average Malbec leading me to believe this wasn't 100% Malbec. They felt more like young Cabernet tannins. This could be due to the lower growing elevation as well. The flavors also didn't blend smoothly or harmoniously from one note to the next as they might with an older or perhaps higher priced vintage. We took a break from the wine to clean up our table and kitchen post dinner. We were heartily rewarded 15 minutes later with suppler tannins and a much more harmonious flow from one note the next. Not perfect but much improved.

All in all the La Finca 2012 Malbec is a great buy. It's easily worth \$10 to \$15 with the following preparation: Chilling to 60 degrees (16 C), aerating, proper stemware (one that has a wider bowl with a medium opening), and a little extra time in the glass before drinking. When this advice is followed we would rate this wine in the 86 – 88 range on the standard Wine Spectator scale. At \$4 this is a great daily drinker or because of the outstanding potential the perfect party wine. It's nice enough to bring to a dinner party as a hostess gift or as a contribution to the fete. I'd also go so far as to say it's case worthy so you always have some on hand!

Have you tried the La Finca 2012 Malbec? Have another budget red you would like to share with us? Let us know in the comments below!



## Comments



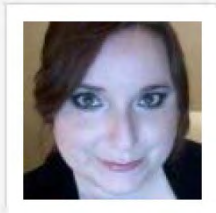
Maggie Unzueta @ Mama Maggie's Kitchen says

June 11, 2014 at 9:04 pm

1

Great job with your review. I had La Finca Malbec at a party once. It was brought by my Argentine friend. Cheers to good wine finds!

Reply



Erin says

June 11, 2014 at 10:22 pm

2

Yes, Cheers to that!

Reply



Danielle says

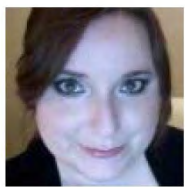
June 12, 2014 at 1:56 am

3

Oooh I must try this! I just turned 21 a couple of weeks ago so I can finally try these beautiful wines you recommend!!!

[daniellectaliforniaa.blogspot.com](http://daniellectaliforniaa.blogspot.com)

Reply



Erin says  
June 12, 2014 at 5:44 am

4

Exciting! Let me know what you like or think you will like and I can make some suggestions. If you're 100% new to wine, then try the sparkling Lambrusco's at Trader Joe's under their own label. They are quite tasty, refreshing, simple, and low alcohol. Great for summer or new wine drinkers. Rosé is also easy to drink, like the Josefina I just reviewed at TJ's is another great summer sipper that's perfect for a new drinker.

[Reply](#)

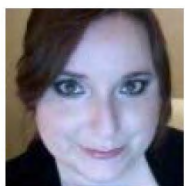


CYNthia says  
June 12, 2014 at 5:20 am

5

Nice review...I'll have to check this wine out!! Heading to Trader Joes!!!

[Reply](#)



Erin says  
June 12, 2014 at 5:41 am

6

I've got a lot of wines lately there that have been great! Just check out my reviews for the last 5-6 weeks. 80% of it came from there.

[Reply](#)



Kate says

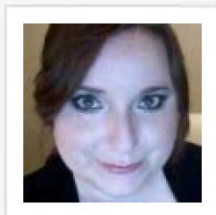
June 12, 2014 at 4:32 pm

7

I love a good Malbec! Definitely going to try this!

<http://www.taffetaandtulips.com>

[Reply](#)



Erin says

June 12, 2014 at 4:36 pm

8

Yeah, it's a great buy!

[Reply](#)

## LEAVE A REPLY

Your email address will not be published. Required fields are marked \*

NAME \*

EMAIL \*

WEBSITE

## COMMENT



## A LITTLE INFO

CGR is a place to find tips for better living and product reviews to help you make clever choices!

## WHAT'S HOT!

### Trader Joe's Reserve 2013 Russian River Valley Chardonnay

---

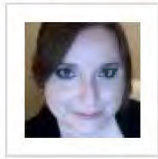
NOVEMBER 10, 2015 | BY [ERIN](#) | [LEAVE A COMMENT](#)

### RUTZ 2012 Alexander Valley Chardonnay

---

NOVEMBER 3, 2015 | BY [ERIN](#) | [1 COMMENT](#)

HELLO, I'M ERIN!



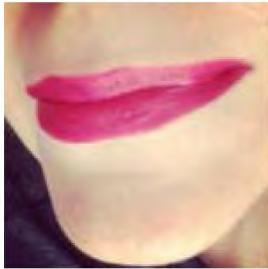
Welcome to Clever Girl Reviews! Feel free to ask questions and participate in our community!

BLOGLOVIN'



@clevergirlreviews









[Load More...](#)

[Follow on Instagram](#)

metasip

wine,  
beer,  
and spirits... Rev:  
By

[Wine](#) [Spirits](#) [Beer](#) [Clubs](#) [Sample Policy](#) [Your Reviews](#) [Quick Takes](#)  
[Disclosures](#) [Videos](#) [Metakitchen](#)

DAVE VAN DE WALLE

OCTOBER 28, 2014

## La Finca 2013 Tempranillo



*Trader Joe's strikes with this big, bold red.*



Here's one of those times where I'm almost certain I've had something before – and I had to search my own site to find out whether or not that's true. (Answer: False; I have not had this wine before.) La Finca 2013 Tempranillo has everything you want in a Spanish Tempranillo.

Except it's from Argentina.

## La Finca 2013 Tempranillo Review

Had a long chat with my local Trader Joe's wine guy and I have no doubt that their wine buyers know what they're doing. (And you can expect a few more reviews on this site thanks to their recommendations.)

### Taste

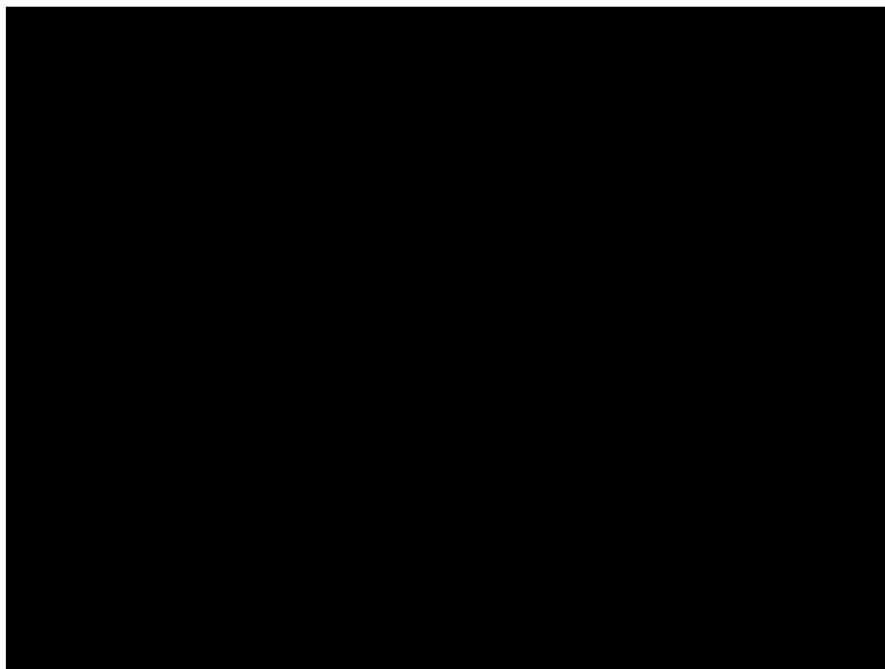
Fruit: plum, blackberry. Solid, everyday-drinking red wine.

### Profile

13% Alcohol. "Oak Aged."

### Value

Under \$5 if memory serves.



## Metasip Grade: B+

So this falls into the “everyday” category – but it’s also a “tweener.” You could spend more and get something that drinks a lot more expensively. You could spend less and get something just as good – in fact, some of the Charles Shaw stuff (see our [recent review](#)) is probably a better value in the grand scheme.

Why spend \$5 when you can spend \$3 on the same thing? Or, why spend \$5 when you can spend \$8 and have something three times as good?

It’s a conundrum – and this wine probably gets left off our “buy it again” list.



Editor Rating

\$4.99

0/5 Avg. User Rating



Very Good



0  No reviews yet!

---

**La Finca 2013 Tempranillo**

Reviewed by: Dave Van de Walle

Published on: October 28, 2014

Last modified: October 28, 2014

---

**Review Summary:**

A solid B+ and what we call a "tweener." Spend a little more and get a lot more, or spend a little less and get something just as good. Not a bad value, though.

FILED UNDER: **TEMPRANILLO, WINE**

TAGGED WITH: **TRADER JOE'S**



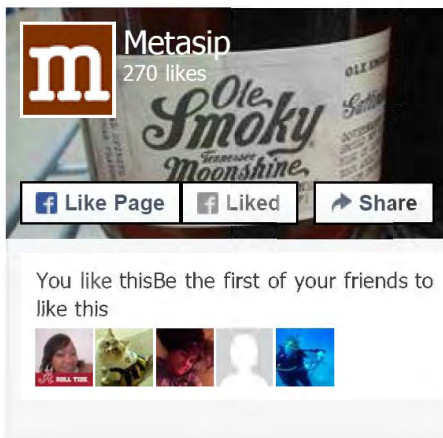
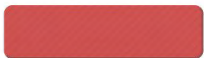
## Speak Your Mind

Name \*

Email \*

Website

 ★ ★ ★ ★ ★ Rating

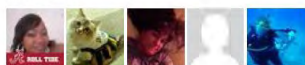


**Metasip**  
270 likes

**Ole Smoky**  
Moonshine

Like Page Liked Share

You like this Be the first of your friends to like this





---

# your reviews

---



[RETURN TO TOP OF PAGE](#)

COPYRIGHT © 2015 · [BALANCE THEME](#) ON [GENESIS FRAMEWORK](#) · [WORDPRESS](#) · [LOG IN](#)

# Clever Girl Reviews

INFORMATIONAL REVIEWS SINCE 2013

[□ Navigate](#)

## La Finca 2013 Tempranillo Review

---

AUGUST 20, 2014 | BY: ERIN | [COMMENT](#)



La Finca is swinging for the fences in the world of budget wine. We were a fan of the **Malbec** they put out so we picked up this bottle of La Finca 2013 Tempranillo with the same expectation. Our expectation was that it would be a fairly quality wine for the price. It is certainly falling into the daily drinker category. For those of you who don't know what I mean by that, it's simple: a daily drinker is a wine that will score at least in the mid 80's on a wine point scale and is under \$10. The closer to \$5 the better.

The La Finca 2013 Tempranillo comes in at 13% alcohol. I'm fairly certain it's 100% Tempranillo. Tempranillo is the main grape used in Spanish Rioja. Rioja is

a bit fruitier and juicy on the whole compared to this wine. These grapes come from Mendoza which is a famous place for Malbec. This grape favors similar conditions and both do best in higher altitudes. The wine was aged in oak for a few months to round it out. Our bottle was in great shape. We chilled the wine to 60 degrees before serving. Stemless red wine glasses were used to taste the wine. The wine was aerated with our Vinturi. When the bottle was opened we got a nice aroma of raspberry. The wine was an inky red violet.



The nose one the La Finca 2013 Tempranillo was an explosion of raspberry, cherry, vanilla, violets, and freshly cured tobacco. The flavor was similar to the

nose but not quite the same with raisins, prunes, cedar, leather, candied violets, dried cherries, tobacco, vanilla, and black pepper. This wine was spicy with a long finish and a bit higher acid than we were anticipating based on the nose. The more air the wine got the spicier and smoother it became. It's safe to say the wine also warmed up a bit quicker than average being it was over 100 degrees on the day we drank it which I'm sure affected the flavor slightly. I'd made beef with caramelized onions and peppers that complimented the wine nicely. The veggies brought out the fruit flavors and the meat turned the wine into a black pepper bomb.

For \$5 you can't really ask for more. The wine was very enjoyable and reasonably complex. It's got just enough acid and residual sugar to balance out the spices. I'm not sure I'd serve it in the peak of the summer though. I'll at least wait until the sun goes down next time! On the standard Wine Spectator scale we give this wine 86 points. If you like Rioja but want to try something familiar with a little flair pick it up and be delighted!

Have you tried the La Finca 2013 Tempranillo? If so let us know what you thought in the comments below!

## LEAVE A REPLY

---

Your email address will not be published. Required fields are marked \*

NAME \*

EMAIL \*



WEBSITE

COMMENT



#### A LITTLE INFO

CGR is a place to find tips for better living and product reviews to help you make clever choices!

#### WHAT'S HOT!

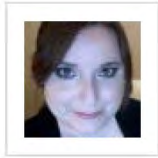
### Trader Joe's Reserve 2013 Russian River Valley Chardonnay

NOVEMBER 10, 2015 | BY ERIN | [LEAVE A COMMENT](#)

### RUTZ 2012 Alexander Valley Chardonnay

NOVEMBER 3, 2015 | BY ERIN | [1 COMMENT](#)

HELLO, I'M ERIN!



Welcome to Clever Girl Reviews! Feel free to ask questions and participate in our community!

BLOGLOVIN'



@clevergirlreviews







[Load More...](#)

[Follow on Instagram](#)



---

# La Finca Oak Aged Malbec 2014

August 23, 2015 by [Domaine Dave](#) — [Leave a Comment](#)

The **La Finca Oak Aged Malbec 2014** is a **\$4.49** **Trader Joe's** wine exclusive, produced by **Finca La Celia** (**Finca** translates to farm or estate), founded in **1890**, from grapes grown in the **Uco Valley** region, in the southwest corner of **Mendoza**, in the foothills of the **Andes** in **Argentina**. This **Malbec** was aged for **3 months** in *oak barrels* which is notable since oak wine barrels





can easily cost **\$1,000** apiece (around **300** bottles per barrel), that is usually too pricey for a **\$4.50** wine. While a good portion of the oak barrels used were most likely **2nd** or **3rd** fills, which prorates the costs, it is rare that very inexpensive wines are barrel aged, even for a relatively short period of time. The alcohol content is **13%**.

The color is dark nearly opaque, raspberry jam red. The nose is not shy, rich, ripe blackberry, plum, sour cherry and a little milk chocolate. This is a medium-bodied wine, dry, soft and smooth on the palate. It tastes of black cherry, blackberry, a little licorice, a bit of vanilla and a faint hit of spice on the mid-palate. It shows soft, dusty tannins and the acidity is well-balanced by the body of the wine. The finish mirrors the body of the wine and lasts a reasonable length of time.

The La Finca Oak Aged Malbec 2014 is a very solid wine, especially considering its extremely low price tag. It will appeal more to those who prefer their Malbec to be soft, smooth and fruit forward. But even if soft and smooth isn't your thing, you have to admire just how good a Malbec they are able to offer for under five bucks. As for pairings, this is a quintessential burgers and pizza wine, no use paying more for the wine than you do for the pizza, when you can grab a \$4.49 bottle that hits the spot.



Sbragia 2012  
Gino's Dry Creek  
Valley Zinfandel -  
Red Wine  
wine.com  
**\$37.99**



Riedel Amadeo  
Decanter -  
Stemware &  
Decanters  
Glassware  
wine.com  
**\$359.99**



Dow's 10 Year  
Old Tawny Port -  
Dessert Wine  
wine.com  
**\$31.99**



govino Go  
Anywhere  
Decanter -  
Stemware &  
Decanters  
Glassware  
wine.com  
**\$12.99**



Taylor Fladgate  
20 Year Old  
Tawny - Port  
Dessert Wine  
wine.com  
**\$49.99**



Tuscan Trattoria  
Italian Wine Gift  
Basket - Wine  
Collection Gift  
wine.com  
**\$59.99**







Aerating Pour Spout - Corkscrews Accessories wine.com \$9.99



2010 St. Donatus Estate Balatonboglari Merlot



Columbia Crest Grand Estates Red Blend 2011



Los Vascos Cabernet Sauvignon 2011



Pierre Delize Blanc de Blanc Brut



Facebook this, tweet this, etc.



Filed Under: Cheap Wine < \$10, Cheap Wine - Red, Malbec

Tagged With: Argentina, best cheap wine, cheap malbec, Mendoza, oak, Trader Joe's, Uco Valley

AdChoices

[▶ Malbec Red Wine](#)

[▶ Oak Wine](#)

[▶ Malbec Cabernet](#)

[▶ Malbec Merlot](#)

## Leave a Reply

×



## GET TO A CHEAP WINE EVENT

Showing events after 12/14.

[Look for earlier events](#)

### Saturday, December 19

2:00pm Champagne/Sparkling Gala @ Mainstr

### Wednesday, January 27, 2016

1:00pm Union des Grands Crus de Bordeaux 2

### Monday, February 1, 2016

12:30pm @GlunzWines 34th Annual Grand Tas

Showing events until 2/15. [Look for more](#)



## CHEAP WINE SUBSCRIPTION

You **know** you want our latest & greatest cheap wine articles delivered right to your inbox, so go ahead and slide us your email.



[Advertise](#) | [Privacy Policy](#) | [Log in](#) ©2015, CheapWineFinder.com



Home

About

# POOR WINE DRINKER

Cheap Wine and good times

Feeds: Posts Comments



« Camelot

Williamsburg Winery Tour »

## La Finca Oak Aged Malbec

March 23, 2011 by poorwinedrinker

My love affair with Malbec's has only just begun. I love them: I love the range of taste's they have, I love their aftertaste, and most of all I love how they still love me after I've sampled a few. You will read of many Malbec's on this blog, very few will get a poor reception. Some of you will not love the Malbec as much as I, that's okay since it leaves more for me.

This particular Malbec was made in Argentina in 2010, the land of good Malbec. It sold for \$3.44 at Trader Joe's, I bought two bottles. I admit to a certain amount of giddiness as I bought the wine and brought it to a friends for consumption. It was of course Shrove Tuesday and I was going to be making pancakes, wine goes well with both of those things.

It smelled fruity, but dry. The first sip was fruity followed up with spice. It was dry but not bitter and the spice was only a hint. It had some tannins but not an overwhelming amount. The second taste was smoother and still fruity, but held an air of flowers to it. The aftertaste was spicy, just a nice little kick to round out the taste. It wasn't full bodied but sometimes a wine that is more discrete is better.

This may have been my favorite wine so far. I leave room for error, however, as I think this fairly often. Due to the price and the taste I'm definitely going to get this again. My friends were not as ecstatic about this wine however, but I blame that on them not rinsing their palette before tasting.

Here is what they thought:

Court: First taste was a miss! Should have realized that one does not have something sweet with a wine like this. Sticks to the tongue a bit (can't remember the word to describe it...) but I did look forward to the next sip... to rinse my mouth out. Though I must say I can't remember the last time a wine turned my tongue purple.

March 2011						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
« Feb			Apr »			

### META

- [Register](#)
- [Log in](#)
- [Entries RSS](#)
- [Comments RSS](#)
- [WordPress.com](#)

Search for:

Follow



Brian: Apple and Pepper and Plum and....Oops, someone opened Nacho Cheese. The taste is now lost.

Try it or not Poor Wine Drinker out.

About these ads

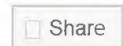


## Follow "Poor Wine Drinker"

Get every new post delivered to your Inbox.

Build a website with WordPress.com

### Share this:



Be the first to like this.

### Related

[Hello world!](#)

With 1 comment

[Camelot](#)

[Mad Housewife](#)

Posted in [Uncategorized](#) | 1 Comment

### One Response

**Sara Basso**


on August 10, 2011 at 2:45 pm | [Reply](#)

We had a bottle last night, purchased from Trader Joe's but I cannot remember the price, just that it was under \$5. Fruit and some tannin but a light finish. But for the price, fabulous. I will buy a case of this next time we are at a TJ's.



[Comments RSS](#)

## Leave a Reply

 Create a free website or blog at WordPress.com.

The MistyLook Theme.



This is Google's cache of <http://www.brooklynmunch.com/2013/08/la-finca-wines/>. It is a snapshot of the page as it appeared on Dec 1, 2015 14:26:27 GMT.

The [current page](#) could have changed in the meantime. [Learn more](#)

[Full version](#)   [Text-only version](#)   [View source](#)

Tip: To quickly find your search term on this page, press **Ctrl+F** or **-F** (Mac) and use the find bar.

---

# BROOKLYN MUNCH

Food for the People



## LA FINCA WINES

Corinne Cuozzo   [Leave a Comment](#)

TOP



Okay, for every one thing I don't actually know about wine, I drink ten bottles of it. La Finca has: a Malbec, a Cabernet Sauvignon, and a Tempranillo. I usually go with the Malbec or the Tempranillo. It's \$3.00 for a bottle of either at Trader Joe's Wine Shop (aka Mecca aka the best place ever), and tastes wonderful, especially if you're on a budget like mine.

So, to sum it all up: Cheap. Delicious. Awesome. Whenever I don't want to go empty handed somewhere, I just show up with like 5 bottles of this stuff (4 x 5 = \$20). Everyone likes the person that shows up with 5 bottles of wine. My other secretly inexpensive but awesome thing to contribute to a backyard summer barbeque is corn. Just so you all know. La Finca or corn.



**Where:** Trader Joe's Wine Shop, Union Square (best place ever). | **How Much:** \$4.

SHARE THIS:



« Archeo Nero D'Avola

Bedford Baking Studio, Williamsburg »

Filed Under: Beer, Wine & Liquor, Drink, Grocery Shopping

Tagged With: la finca, trader joe's, wine

**WHAT DO YOU THINK?**



## **BROOKLYN MUNCH**

food for the people. a blog for a budget  
paris via brooklyn. by corinne cuozzo

Search this website ...





» » » » »







**SUBSCRIBE**

Subscribe to Brooklyn Munch to get a **free download** of the Brooklyn Munch Cookbook.

**POPULAR THIS WEEK**



**GAMBAS A LA PLANCHA + SHOTS FROM SPAIN**



CRISPY BAKED CHICKEN + CAESAR SALAD





PERFECT OLIVE OIL FRIED EGGS ON TOAST



COUSCOUS BAKE WITH MERGUEZ + EGGPLANT





TOASTER OVEN FISH TACOS (BAKED, ONE-PAN)







This page can't be displayed

- Make sure the web address <https://a-us-wdc.netmng.com> is correct.
- Look for the page with your search engine.
- Refresh the page in a few minutes.

**@BROOKLYNMUNCH**



EVERYTHING THE FRIDGE LIGHT TOUCHES IS MY KINGDOM




**Mario Batali** @Mariobatali

Hey check out my new fave economic food web inhabitant!!! [brooklynmunch.com](http://brooklynmunch.com) Wheeeeeeeeeeeeeee!



### ESSENTIAL PLAYLIST



Summertime (From 'Por...  
Janis Joplin, Big Brother...

▢ The Essential Brooklyn M...

1	Summertime (From 'Porgy ... Janis Joplin, Big Brother & The H...	4:38
2	You Ain't Alone Alabama Shakes	4:45
3	Counting Autre Ne Veut	3:42
4	California Analog Dream Vondelpark	5:55
5	Never Mess With Sunday Yppah	4:30
Up All Night		



Hi. I'm Corinne Cuozzo, and I'm the brains (and stomach) behind Brooklyn Munch. If you'd like to read a little more about my story, which started back in Brooklyn but has found its way here to Paris, you can [click here](#). By the way, I'm an artist too. [Click to see my photography website](#).



COPYRIGHT © 2015 · FOODIE PRO THEME BY SHAY BOCKS · BUILT ON THE GENESIS FRAMEWORK ·  
POWERED BY WORDPRESS

# Meghan's Wine Blog

a look into geography of wine spring 2013

Sunday, March 17, 2013

## Wine Tasting: 2012 La Finca Malbec

On the way back from a quick trip to DC, we stopped at the Trader Joe's in Charlottesville & found quite a few bottles of wine to try. The first one we opened was a 2012 La Finca Oak Aged Malbec. I know Trader Joe's sometimes gets a bad reputation for the cheap price of wine, but those \$4 were definitely well spent.



2012 La Finca Oak Aged Malbec - nice addition to the counter!

You can taste the hints of blackberry as well as subtle vanilla flavors as a result of the three months of oak aging in this deep purple colored wine. I've found that I really enjoy Argentinian Malbecs, and this one was no different. It was very smooth and a great complement to the Manchego cheese we bought along with it.

I came back to this wine a few days later, and those subtle flavors had greater definition. It was just as good by itself than with any food. This is a bottle I would enjoy having again!

Posted by Meghan Blanks at 11:45 AM



### About Me



**Meghan Blanks**

Follow 14

[View my complete profile](#)

### Follow by Email

### Blog Archive

- ▼ 2013 (7)
  - ▼ March (4)
    - [Winery Visit: Lazy Days Winery](#)
    - [Wine Tasting: Campo Viejo Tempranillo](#)
    - [Wine Tasting: 2012 La Finca Malbec](#)
    - [Wine Tasting: Biltonore Pinot Grigio](#)
  - February (2)
  - January (1)









## Barrysentials Wine

THE HE SAID ~ SHE SAID WINE BLOG

MONDAY, DECEMBER 14TH, 2015



Search...

MENU

CALIFORNIA

# Picnic Wines – Which Wines Are People Choosing for Picnics?

BY BARRYSENTIALSWINE.COM. ~ THE HE SAID SHE SAID WINE BLOG ON JULY 13, 2011 • ( LEAVE A COMMENT )

★★★★★ 3 Votes



HE says: How about a picnic, Boo Boo? SHE says: Of course!

HE says: Let's see Wynton Marsallis at The Hollywood Bowl.  
SHE says: Ok! (Note to dear reader: Getting TO the Hollywood Bowl? A nightmare. Once you're there, a night at The Hollywood Bowl? Priceless.)

Every city has it's outdoor music venues, places to picnic, to enjoy the summer, breathe clean air and be thankful for good music and outdoor venues. In Los Angeles, the best of the best outdoor venues is The Hollywood Bowl. While picnicing before Wynton Marsalis concert, SHE got snoopy and started asking the people at nearby tables what their "picnic wine" was for that night. Here are a few of the picnic wines from the Hollywood Bowl picnic area on June 22.



This couple chose **2007 La Finca Tempranillo from Mendoza, Argentina.** (They were sweet enough to let us post their photo, too!) If you've been reading for a while then you know how much we love the wines from Mendoza. **You can read all of our Mendoza Argentina wine notes here.** This

Follow



video used to have some audio with it of them telling a little story – but the audio disappeared. (thanks Moviemaker) The story goes a friend brought the wine to their house for dinner the week before and since they liked it so much, they decided

to drink it again! Value priced at \$3.99 at a Trader Joe's near you.



Although we are rather organized when it comes to food and wine, we embarrassingly enough (ok, it was She – not He) forgot to bring the bottle opener. (Seriously.)

Sweet picnic peeps at the table beside us had a good laugh and loaned us their corkscrew. What were they drinking?

An interesting red wine called Red Diamond and a 2009 Per Bacco Chardonnay, Edna Valley that one man commented was a very “clean taste”.

Again we say “Thank you!” to their generous loan of the cork screw.



On to another table (people are pretty happy to talk at The Hollywood Bowl) we meet some newlyweds and hear another great story – one morning this particular couple woke up, got ready to go to the gym, and instead they went to the courthouse and got married. Ok! Hmmmm... what shall we do today... go to the gym to workout? Or get married? Gym for a workout — or get married? Hmmmm... Can you believe it? They decided to get a workout on their soul instead and got married. Very funny story. And very sweet people. Here they are sharing their

picnic wine with you – 2007 Arrowhead Chardonnay.

And what did He and She drink at Hollywood Bowl that night?

Rabbit Ridge 2009 Paso Robles Allure de Robles red wine. It's easy to choose a light white wine for summer picnic's but if you'd like to try something a little different, we're going to

## FOLLOW “BARRYSENTIALS WINE”

Get every new post delivered to  
your Inbox.

Join 737 other followers

Build a website with WordPress.com

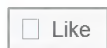
suggest you try a Zinfandel or a Pinot Noir. A little more depth, but not so bold as to overpower your picnic food. Happy summer picnic-ing to you!



If you enjoy our posts, please join the email list. There's an empty box in the right hand column and you'll automatically receive our updates as they post. Thanks! If you prefer Facebook and Twitter, the links are to your right.

**CLICK TO SHARE THIS POST:**

- Facebook
- Twitter
- More
- 



Be the first to like this.

**RELATED**

Picnic Wine - 2010 Stepping Stone (from Cornerstone Cellars) Rocks! White Wine, Napa Valley  
In "Cornerstone Cellars"

Picnic Wine - Fourth of July Wines! - Red, White and Blueberry Wine?  
In "NAPA VALLEY Wines"

Picnic Wine - Stepping Stone 2010 Napa Valley Rosé, Corallina, Syrah  
In "CALIFORNIA"

- Categories: CALIFORNIA, EVENTS, TASTINGS, Picnic Wine, RED WINE, White Wine
- Tagged as: Arrowhead Chardonnay, La Finca Tempranilla, Per Bacco Chardonnay, Picnic Wine, Rabbit Ridge Wine, Red Diamond Wine

Picnic Wine – Fourth of July Wines! – Red, White and Blueberry Wine?

Pigmentum 2008 Malbec, Georges Vigouroux, Black wine from Cahors,

France:

Leave a comment! Thanks for reading!

---

### FOLLOW BLOG VIA EMAIL

Enter your email address to follow this blog and receive notifications of new posts by email.

Join 737 other followers

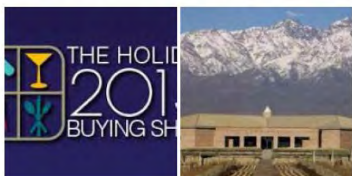
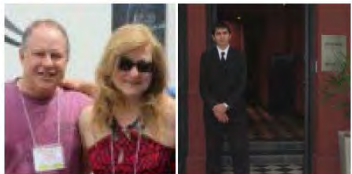
---

### ENTER SEARCH TERMS HERE

Search...

---

### Top Posts & Pages



---

Social Links... and lots of them!



- 
- 
- 
- 
- 

---

### Who is He Said-She Said Wine Blog?



He is a man with a refined palate. She thinks he's making it all up. He sips

wine and tastes fruits, herbs, earth tones... She sips wine and it tastes like, well, WINE - but she can tell you the personality behind the wine in just a few words. Check in often to see how their battle of wits and wines will leave you laughing and asking for more.

---

### Twitter Updates

- Such great thing to celebrate!  
[twitter.com/EdibleSB/statu...](https://twitter.com/EdibleSB/status/234567890) 2 days ago
- @Edhat So beautiful! Thanks for sharing!  
2 days ago
- RT @EdibleSB: 2nd Annual Champagne Tasting at the @SBPublicMarket Sat. Dec 12. 6pm #SantaBarbara #Cheers [buff.ly/1PTq6AK](https://buff.ly/1PTq6AK)  
[https://t...](https://t.co/123456789) 2 days ago
- RT @Edhat: Friday morning rainbows in #SantaBarbara. #edhat #FridayFeeling  
<https://t.co/gnBUZQp6cC> 2 days ago
- Foggy, foggy night. [ift.tt/1NgK6cL](https://ift.tt/1NgK6cL)  
<https://t.co/BZek0MnxV1> 2 days ago

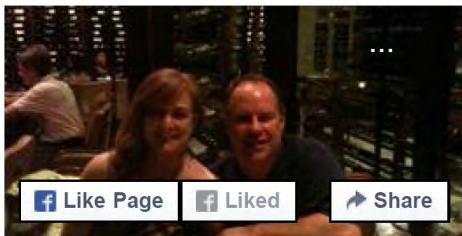
[Follow @Barrysentials](#)

---

LIKE us on Facebook here!







You like this Be the first of your friends to like this



**News Feed**



**Barrysentials Wine Blog**

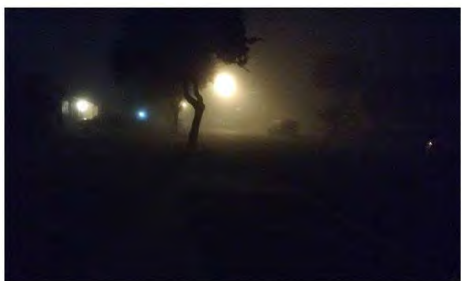
December 3 at 4:28pm

Happy holiday shopping! Tips on choosing #wine as a gift. Can be as challenging as you want - or easy as a few clicks.

<http://barrysentialswine.com/.../how-to-choose-a-bottle-of-w.../>



Instagram - BarrysentialsWine







Recently, we wrote about...

- Hooray! Ampelos Cellars Does the Math for Wine Lovers.
- The Road to Burgundy by Ray Walker – Sharing views and review
- How to choose a bottle of wine for a gift?
- Food and Wine Pairing – Educational Poster from @WineFolly

#### Top Clicks

---

- [barrysentials.files.wordp...](#)

TOP CATEGORIES: [RED WINE](#) / [EVENTS / TASTINGS](#) / [NAPA VALLEY WINES](#) / [JUST FOR FUN](#) / [BSCOT SCOR](#) / [WHITE WINE](#) / [CABERNET SAUVIGNON](#) / ["WHICH WINE WOULD BARRY SERVE?"](#) / [LOVE](#) / [ARGENTINA](#)

TOP TAGS: [WINE](#) / [WINE TASTING](#) / [BARRYSSENTIALS](#) / [RED WINE](#) / [NAPA VALLEY](#) / [CORNERTONGE CELLARS](#) / [HE SAID SHE SAID WINE BLOG](#) / [LOCAL WINE EVENTS](#) / [ARGENTINA WINE](#) / [ARGENTINA WINE REVIEWS](#)

SOCIAL LINKS: [P](#) PINTEREST [F](#) FACEBOOK [G](#) GOOGLE+ [T](#) TWITTER

---

BLOG AT WORDPRESS.COM. | THE BROADSHEET THEME.





# Taylor's Wine Blog

Thursday, February 5, 2015

## La Finca: Oak aged 2013 Malbec from Mendoza, Argentina

I opened this wine on a Thursday night to have with my steak dinner from Turner. My grandma brought me this bottle when she visited me last semester, and I had almost forgotten about it. I poured it into stemless wine glass and did the entire wine tasting routine that we learned about in class and from Gary's video. It had a really pretty deep purple color. So far I've been a bit apprehensive about red wines because I guess I've had trouble understanding them. They usually seem much more complex than the whites that I've tried, although I guess I should also keep in mind that I had only tasted a few wines before taking this class. I wasn't expecting to be able to distinguish any of the flavors. Every time I had tried wine before, it had just tasted like wine. This time was different. I think for the first time I was really paying attention to the aromas and tastes.

After pouring the wine and swirling it around a lot, I put my nose into the glass. I felt sort of silly doing this, but I was impressed with what I could immediately pick up. This wine didn't just smell like wine to me. I definitely smelled dark fruits right away. I sniffed several times and grew slightly frustrated because I couldn't pinpoint exactly what type of fruit I smelled, even though I knew it was something I had tasted before. Aside from the strong smell of fruit, I could also pick up a tiny bit of vanilla, and something I could only describe as a spice that I couldn't name at all.

When I sipped the wine for the first time, the fruitiness went away. It was, in my novice opinion, pretty acidic and not extremely agreeable. I tried to find differences in the 3 tastes that Gary described in the video, but this was sort of difficult. I did however notice that the tastes changed a bit from the time the wine entered my mouth to when I swallowed it. The most noticeable thing was directly after swallowing. I felt like this wine had a pretty smooth finish and it left an agreeable taste in my mouth. Again, this part was harder for me to describe in words.

After tasting the wine three or four times on its own, I decided to try it with my steak. This definitely brought out the oaky flavor that we learned about in class. It was so interesting how taking a bite of meat before drinking the wine really changed the subtle flavors that I noticed in the drink. I didn't taste nearly as acidic when I drank it with the meat. After that I attempted to drink it with my potatoes and I found that the stronger acidic flavor came back when I did this. I also noticed this later in the evening when I was eating a muffin. Does this have something to do with starches? I continued to sip on the wine after dinner (I'm still drinking it now) and I feel like the fruity flavors are much more apparent now. I keep alternating between swirling, sniffing and tasting. The smell of black cherries and strawberries is much more obvious now. I was pretty excited when I finally detected these more specific flavors. Now that the wine has been sitting open for over two hours, I am really enjoying these subtle fruit flavors on the back of my tongue.

Overall, I really enjoyed this wine. I think it was pretty cheap, but it was definitely a bit more complex than the sweet Moscato I've been used to drinking. I think for the first time I genuinely enjoyed a red wine, and I think I wouldn't mind picking up a bottle of this in the future.

### About Me



G+ Taylor McClain

Follow 7

[View my complete profile](#)

### Blog Archive

▼ 2015 (7)

▼ February (7)

Gallo: Merlot from California

flipflop: Pinot Noir from Chile

Yellow Tail: 2014 Cabernet Sauvignon

Ravens Wood: 2012 Petite Sirah from California

CK Mondavi: 2012 Cabernet Sauvignon, California

La Finca: Oak aged 2013 Malbec from Mendoza, Argen...

First Wine Post



Posted by Taylor McClain at 7:02 PM



Recommend this on Google

No comments:

Post a Comment

Comment as:

---

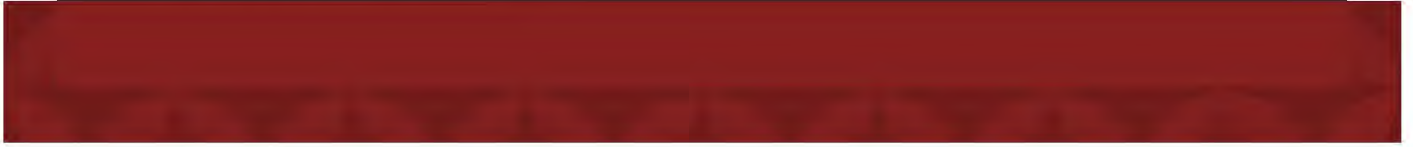
[Newer Post](#)

[Home](#)

[Older Post](#)

Subscribe to: [Post Comments \(Atom\)](#)





# THE UNDERGROUND WINELETTER

Celebrating Over 35 Years!

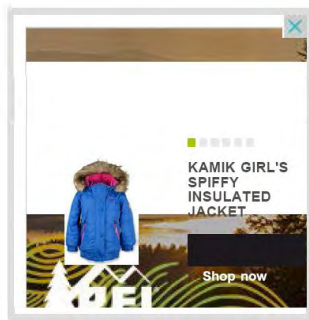
SEARCH

Home | About Us & Our Mission | Contact Us



## SUBSCRIBE FREE!

To subscribe and be notified anytime we post a new article, enter your email address in the box below, then click on Subscribe Now.



## Distinctive New Wines

RSS feed for this section

### Similar Articles:

1. 2014 ROSÉS – IS IT THE SEASON OR THE END OF THE SEASON?
2. TABLAS CREEK VINEYARD
3. 2014 FRENCH ROSÉS
4. MORE 2014 ROSÉS
5. WINE IN A BOX?
6. 2014 ROSÉS
7. RIDGE VINEYARDS – SPRING 2015 RELEASES
8. DOMAINE FRÉDÉRIC ESMONIN
9. NEW RELEASES FROM THE CENTRAL COAST - CALERA

## Bargain Wines/Best Buys

Christine Graham • 2/15/10 [Print This Post](#) • [Comment](#)



SHARE THIS ARTICLE WITH A FRIEND

[« Previous Article](#)

[Next Article »](#)

Following is a selection of 11 inexpensive wines, which were purchased at \$3.99 each. We did a search of comparative pricing and found that some can sell for as much as \$7-10 and one was even found online on a business auction site with an entry bid of \$15. Three other wines tasted were priced slightly higher, ranging from \$5-8. All the wines tasted are nice, everyday quaffers, mostly designed for drinking now, although a couple could benefit from a little aging. All represent very good value for the price and are ranked as Best Buys. I tasted these wines with Ron Brown, one of our contributing editors.

The **2009 La Finca Malbec Mendoza Argentina** is purple-colored, with a nice fruity perfume, displaying black fruit, spice, coffee, licorice, toasty oak and vanilla. It is soft, with ripe fruit, fine tannins and a medium finish. Drink now. ★★★★★

The **2009 La Finca Chardonnay Mendoza Argentina**, a lemon-yellow color, has a tropical fruit bouquet that carries through to the palate, with added notes of peach, hazelnut, flowers and vanilla. It is rounded, balanced, with good acidity and a light body. Drink now. ★★★★★

The **2009 La Finca Cabernet Sauvignon Mendoza Argentina**, dark color, has a subdued perfume and soft flavors of berries, cherries, spice and oak, with some richness and a medium body. Drink now. ★★★★★

The **2008 La Granja 360 Tempranillo Carinena Spain**, dark in color, offers aromas and flavors of rich, ripe raspberry, spice, red currant and herbal nuances. It is slightly tannic, with soft, rounded fruit, medium-light body and a nice, fruity finish. Drink now. ★★★★★

(La Granja means "the farm." The pig on the label is flying because it expresses a song Spanish children sing when someone asks for something impossible, has a dream or says something absurd.)

The **2007 D'Aquino Nero d'Avola IGT Sicilia**, deep ruby color, has a soft berry perfume and spicy berry and chocolate palate. It has some richness and is velvety, with mild tannins, a slightly sweet edge and a dry finish. ★★★★★

(The Nero d'Avola grape has generally been compared to the Syrah grape.)

The **2009 Panilonco Chief of Lions Merlot/Malbec Reserve Colchagua Valley**, purple color, is bright,

- AND TABLAS CREEK VINEYARD
0. ROSÉ TIME?
  1. TABLAS CREEK VINEYARD
  2. SANTA CRUZ MOUNTAIN VINEYARD AND QUINTA CRUZ
  3. MOUNT EDEN VINEYARDS AND DOMAINE EDEN
  4. MORE 2013 ROSÉS
  5. RIDGE VINEYARDS
  6. TABLAS CREEK VINEYARD
  7. 2013 FRENCH ROSÉS
  8. UNDER THE RADAR CHAMPAGNE
  9. 2013 ROSÉS
  0. 2012 ROSÉS
  11. UNDER THE RADAR AND VALUE PRICED WHITE WINES, SPARKLING WINES, AND RED WINES FOR SPRING
  2. DOMAINE FRÉDÉRIC ESMONIN
  3. MORE OUTSTANDING 2011 BEAUJOLAIS
  4. NEW WINES AS WE APPROACH 2013
  5. RÍAS BAIXAS & ALBARIÑO – SPANISH GEMS
  6. NEW WINES FOR THE UPCOMING HOLIDAYS
  7. RED WINES FOR THE FALL
  8. UNDER THE RADAR & VALUE PRICED ROSÉS AND WHITE WINES
  9. A FEW NEW ROSÉS & WHITE WINES FOR THE DOG DAYS OF SUMMER
  0. A VARIED SELECTION FEATURING SOME GREAT WINE VALUES
  11. SOME GREAT NEW WINES FROM OLD FRIENDS AND A FEW NEW SURPRISES
  2. SPRING WILL SOON BE HERE: THESE ARE WINES FOR THE SEASON
  3. A PAIR TO DRAW TO – ALBARIÑO AND TORRONTÉS
  4. MORE TERRIFIC 2010 BEAUJOLAIS, ANOTHER 2009 CHINON, AND A 2007 SAINT JOSEPH PLUS A COUPLE OF INEXPENSIVE RED WINES AND A 2009 SANCERRE FROM ONE OF THE GREATEST PRODUCERS
  5. A SHORT LIST OF NEW WINES TO START THE YEAR
  6. NEW WINES TO CONSIDER AS WE RAPIDLY APPROACH THE END OF THE YEAR
  7. MORE NEW WINES TO FALL INTO

revealing blackberries, cedar, chocolate, blueberries and leather, with soft tannins. It is full-flavored, round and soft, with a fruity finish. Since the wine is a bit sweet, it is best served slightly chilled. A mild stemminess on the nose blows off with air. This wine could improve with a year of cellaring. ★★★★★

The **2008 Panilonco Chief of Lions Chardonnay/Viognier Reserve Colchagua Valley Chile (a blend of 80%/20%)**, light yellow color, is crisp and fresh, with mild grass on the nose. Aromas and flavors offer citrus, apricot, honeysuckle and tropical fruit, with a slightly sweet edge. Drink now. ★★★★★

The **2009 Panilonco Chief of Lions Carmenere Reserve Colchagua Valley Chile**, deep ruby in color, has a nose of black fruit and mint and flavors of blackberries, mint, spice, toast, smoke, herbs, roasted meat, black pepper and vanilla. It is round, balanced, concentrated, and medium-bodied, with silky tannins, some complexity and a moderately long finish. A slight funky note on the nose dissipates with some air. A year of cellaring could enhance. ★★☆☆☆

(The Carmenere grape, which was big in Bordeaux until being largely eradicated by disease, has done very well in Chile, especially in the last 10-20 years and now accounts for about 10% of Chile's wine production.)

The **2009 Terrenal Malbec Mendoza Argentina (Kosher)**, dark ruby in color, subtly aromatic, hints of blackberry, black cherry, black currant, plum, spice, chocolate and mineral. It is balanced, with good acidity, medium body and soft tannins. An appealing, everyday quaffer, drink now. ★★★★★

The **2009 Terrenal Cabernet Sauvignon Mendoza Argentina (Kosher)**, dark ruby in color, has a very subtle nose, and a medium body, with soft berry fruit, notes of spice, tar and oak. Drink now. ★★★★★

The **2009 Zarefa Pinotage Paarl South Africa**, dark ruby color, has a perfume of red plums and is fruity and plummy, with soft tannins, balance, some richness and a plum and tannin finish. A friendly, tasty wine – drink now or over the next few months. ★★★★★

The 2009 red wines, despite their youth, are already tasty because the wine regions of Chile, Argentina and South Africa are in the southern hemisphere where the growing season is six months ahead of ours. While our wines are harvested in October, theirs are harvested in the preceding March or April. One reason the wines reviewed here sell for so little is that they are released very young, without going into wood, so there is no cost for aging.

The following three wines were purchased for \$5-8 respectively.

The **2007 Jacob's Creek Shiraz South Australia**, purplish-ruby in color, is perfumed with cherry and berry fruit and dried herbs. The palate offers ripe, sweet blackberry and plum fruit, pepper and anise, medium body, with soft tannins and a toasty oak finish. ★★★★★

The **2007 Torre vieja Malbec Mendoza Argentina**, dark cherry color, has a subdued nose of red cherry and plum. In the mouth, sweet red fruit is a bit jammy, velvety textured, balanced, with good depth, smooth tannins and a tasty finish. ★★★★★

The **2008 Concha y Toro Casillero del Diablo Reserve Carmenere Rapel Valley Chile**, purplish-ruby color, has aromas and flavors of red and black fruit, chocolate, coffee, vanilla and spice. It is balanced, medium-bodied, ending in a dried herb, toasty oak finish. ★★★★★

All of these wines will partner well with food. Drink the Chardonnays with seafood, fish, poultry, creamy pasta and Asian spiced dishes. The Malbec, Merlot, Tempranillo, Carmenere, Cabernet Sauvignon, Nero d'Avola, Pinotage and Shiraz will complement barbecue pork, roast beef and lamb, spicy food, pot roast and stew, tomato-based pasta, sausages, grilled vegetables, grilled pork chops and cheese.

8. CHANGING OF THE SEASONS - HERE ARE SOME SUGGESTIONS TO FALL INTO
9. TWO FAVORITE CHAMPAGNE HOUSES
0. 2010 ROSÉS -- A ROSE IS A ROSE, IS A ROSE... BUT A ROSÉ IS A ROSÉ
1. An Eclectic Selection Of New Wines
2. Call For Torrontes, Other Terrific Inexpensive White Wines, An Old Friend Chardonnay, And A New Friend Pinot Noir
3. One New Star Producer For White And Red Burgundy, Revisiting An Old Favorite Producer For Affordable White and Red Burgundy, And Trying To Get Back A Best In Class Rosé
4. You Don't Know Jura?
5. Five Lovely Red and White Wines from Northern California
6. Champagne -- Any Time Is Time For Champagne
7. More 2009s And A Few Others
8. More 2009 Beaujolais
9. Under The Radar 2009 Wines
0. Even More 2009 Rosés
1. More 2009 Rosés and Other Wine Bargains
2. 2009 New Zealand Sauvignon Blanc and Inexpensive 2009 White Wines
3. A Selection of Reasonably-priced, Premium Wines
4. Recession Busters/Best Buys
5. Ah, Spring, The Vintage of the Century Is In the Air!
6. A Selection from California and France
7. Bargain Wines/Best Buys
8. California and French Wines

Article Tags: auction site, black fruit, business auction, Cabernet Sauvignon, Carmenere, d aquino, flavors, fruit bouquet, fruit spice, inexpensive wines, lagranja, Malbec, medium body, medium light, mendoza argentina, nero d avola, Nero d'Avola, Pinotage, quaffers, red currant, ripe fruit, ruby color, Shiraz, spanish children, Tempranillo

Wondering about our rating scale and quoted prices? [Click here for a quick explanation.](#)

[« Previous Article](#)

[Next Article »](#)

#### WHAT OTHERS ARE SAYING ABOUT THIS POST

ONE COMMENT SO FAR FOR "BARGAIN WINES/BEST BUYS"

I'll take your word for them.

Posted by [Archie McLaren](#) | March 27, 2010, 10:39 am

#### POST YOUR OWN COMMENT

**Name**

**E-mail**

**Web site**

**Comment**

**Notify me of followup comments via e-mail**



# Taking Fountain

LIFE-HACKING LOS ANGELES, ONE SHORTCUT AT A TIME.

A local's guide to Los Angeles--restaurant and bar reviews, shopping suggestions, points of interest, travel tips, life advice, career counseling, and all things dog-friendly--whether you live in LA or are just passing through.

Navigation

## The Wine Idiot Reviews: La Finca Tempranillo, 2014 (\$3.99)



**Welcome to Taking Fountain's wine review column, The Wine Idiot Reviews, wherein I, a complete and total moron when it comes to wine, review wine you can purchase at Los Angeles-area Trader Joe's, one bottle at a time. I thought about taking a basic wine-tasting class before I started this, but then I thought, hell, most of my readers haven't had a wine class. So why not just tell you how I like these wines before someone tells me how I'm supposed to like these wines? Salud, and let's do this!**

Inspired by my own adventurousness (I am talking about that Albariño, of course), I decided to go with a red wine that I otherwise would never pick up--and at the cheapest price point possible. I'm obviously somewhat of a Pinot girl, and big, spicy reds are not my favorite. But I do enjoy a good Malbec, and Trader Joe's has a couple that do the job. And that's what I was looking at--a La Finca Malbec I've never tried--when I noticed that La Finca *also* makes a Tempranillo.

I've only had Tempranillo once, as a substitute at a restaurant where they didn't have the Malbec my dinner companion really wanted. It was good--VERY peppery, not as robust as Malbecs I've had, all-in-all pretty delightful. So I decided to go really crazy and try a \$4 Tempranillo.



In my estimation, this is one of the best deals at Trader Joe's. You can't even get a GLASS of wine for \$4 in LA, and here you've got a WHOLE BOTTLE of pretty good wine! And it IS pretty good. I really enjoyed sipping this. It's super peppery at first, followed by an earthy (maybe leathery?) flavor. The finish is more fruity, with a mellow berry flavor.

I enjoyed this bottle with my friend David Mayes, who is a lawyer and had come over to guide me in the right direction on some research for Forever Fido, the dog rescue I've recently started working with. David apparently really likes Tempranillo, so I was excited to get his input. He said that he thinks it would be a great table wine--that it's oaky, but not overly so. Also, he said it's not overly "tannic," which he explained is that sharpness that I seriously hate sometimes in red wines. When the tannins are unbalanced, you can get that astringent taste in red wine that I have described as like biting on a penny. In his official estimation (but this is NOT legal advice), David says this wine would "kind of just go with everything."

We didn't have any food with this bottle, but we followed it up with another bottle that David had brought over from his recent trip to New York--apple wine!!! Have you ever had apple wine?! It's wine. But made out of APPLES. It was good. SO CRAZY. Not a whole lot different from cider? Except that it wasn't carbonated. It was sweet, but quite tasty.



Anyway. Back to the tempranillo.

**What the bottle says:** "The vineyards of Finca La Celia lie in the foothills of the Argentine Andes. Deep red colour with ruby hues. Very fruity on the nose, hints of ripe blackberry and cherry intermingled with smoked and vanilla aromas, cocoa, and white pepper with ruby hues due to aging in oak barrels for 3 months. Fruity long finish with a meaty character. Ideal for rich stews, grilled red meats, and flavored pasta dishes. Serve at 61-64 F."

**What the Wine Idiot says:** Wow, that's a lot of information for a \$4 bottle of wine. I guess I

would say...sure. Yeah. I agree with it.

**ABV:** 13%

**Who's responsible for this?** Finca La Celia, Mendoza, Argentina

**Do I need a corkscrew?** Yes

**What do smarter people say about it?** Mike Kopanski writes on [CellarTracker](#): "It is what it is. Trader Joe's has a couple of shelves of different varietals from this producer. We have tried this for probably 2 vintages before this, so we can't say we did not know what was coming. It only costs 6 bucks. It doesn't suck, it is just really simple. It is clean and without major flaws. There is a small bit of varietal, Tempranillo character so you can differentiate it from their Malbec. A touch of earthy, cedar like rusticity. No RS here. Heavy swirling seem to do something. I have had a lot worse \$6 wines."

**Should I bring it to a friend's house?** If I was going over to a friend's house for a super-casual dinner get-together, or just to drink some wine while watching some sportsball (do people besides me do that?), this would be a fun bottle to bring. But if you're bringing it to a dinner party as in "You have been invited to a dinner party!" then I would bring something a little better.

**Have you tried this wine? Are you actually knowledgeable about wine? Please feel free to add your thoughts to the comments section below, or join the discussion on [the Taking Fountain Community Facebook page!](#)**







FEATURED



The Wine Idiot Reviews: Thanksgiving Edition!



The Wine Idiot Reviews: Trader Joe's Block Red Wine, Shiraz (Boxed) \$10.99



The Wine Idiot Reviews: La Finca Tempranillo, 2014 (\$3.99)

acting alcohol big bear burbank chardonnay dinner dog dog products dog-friendly fashion favorite products great outdoors halloween happiness hiking holidays home life pet supplies pinot noir recipe red wine shopping thanksgiving trader joe's traffic vegan vegetables white wine wine

NOVEMBER 24, 2015

WINE, RED WINE, TRADER JOE'S, TEMPRANILLO

EAT (AND DRINK) WELL

0 LIKES SHARE

---

– [Newer](#) [Older](#) –

---

## Comments (0)

Newest First

[Subscribe via e-mail](#)



[Preview](#)

[Disclaimer](#) | [Terms & Conditions](#) | [Privacy Policy](#)





COCKTAILS + DRINKS

Apr 4, 2012  Isabel  8 Comments

## Wine for \$4? La Finca all the way!

I threw a small dinner party last Friday night for some friends from college. It was a mini reunion filled with laughs and good times. I traditionally like serving a special cocktail, but time got the best of me. So, I decided to serve red wine and beer. We got a 24-bottle case of Yuengling for only \$17 at Costco. Cheap, huh?! And for wine, I also went cheap, but still delicious. The average price for a bottle of wine is probably around \$12. Well, \$12 is too much for my pocket especially when you have to buy several. I recommend going to your nearest Trader Joe's and picking up a few bottles of La Finca.

There are three types of La Finca red at Trader Joe's — Cabernet Sauvignon, Malbec and Tempranillo. I've sampled each one and I usually go for the Cab and Malbec. Mind you, it's still a \$4 bottle. So don't expect this to be the best wine you've ever drank. It's good because it's cheap and sometimes, that's good enough for me. The flavors are not bad at all, not as full-bodied as I like, but hey, it's still pretty tasty.

Simply enter your email address to subscribe to Pretty Tasty Things!



[My Woodland-Inspired Baby Shower!](#)

[First and last attempt at sweet potato tots](#)

[Kiernan's 2nd Birthday with Funfetti Cupcakes](#)

[Drinking our way through Boston](#)

[Creamiest Mashed Potatoes](#)



This has been my wine of choice for dinner parties lately. Never disappoints. Whether you go with La Finca or another drinkable wine at Trader Joe's, I say \$4 for a bottle of wine is the way to go. People don't even notice after their third glass...ha. It's true! Anyways, lets hear from you. **What's your favorite super cheap wine and where can I get it?**

This page can't be displayed

- Make sure the web address <https://a-us-wdc.netmng.com> is correct.
- Look for the page with your search engine.
- Refresh the page in a few minutes.

Appetizers (13)

---

Breakfast + Brunch (7)

---

Cocktails + Drinks (12)

---

Desserts (19)

---

DIY Tutorials (3)

---

For the Kitchen (17)

---

Main Course (33)

---

Paper Goods (1)

---

Party Ideas (27)

---

Personal (11)

---

Sauces + Marinades (5)

---

Side Dishes (22)

---

Soups + Salads (6)

---

Sponsors (8)

---

Tasty Travels (18)

---

Uncategorized (1)

---

101 Cookbooks

---

Bella Eats

---

Cannelle et Vanille

---

2 Tweet

You and 18 others like this. 18 people like this.

Pin it 1

You might also like:



Summer Wines under \$12!



Wine Excursion giveaway winner is...



Richmond Wine Excursion Giveaway!

Link within

8 Comments



**Jared** April 4, 2012 at 8:56 am  
2010 LaGranja 360 Tempranillo



**Isabel** April 5, 2012 at 8:26 pm  
That is a good one! It's from Spain, right? I forgot about that one.



**Sarah** April 4, 2012 at 10:27 am  
My favorite red from Trader Joe's, so far, is Nero d'Avola (its Sicilian).



**Isabel** April 5, 2012 at 8:26 pm  
Oh nice! I haven't had that before, will try the next time I stop at Trader Joe's! Thanks, Sarah!



**A nice little day trip to Williamsburg Winery | Pretty Tasty Things | All things tasty and pretty** April 18, 2012 at 8:10 am  
[...] the whites and lighter reds, felt really nice on the palette. This doesn't even compare to my Trader Joe wine, sorry La Finca. I can splurge a little bit when the wine is this good. I brought one home [...]



**Gerardo Nuno** November 30, 2012 at 6:48 pm  
Tempranillo La Finca (Mendoza, Argentina) from Tarder Joe's has been on my dinning table since 2011.



**Minh Truong** June 18, 2014 at 6:56 pm

Coffee, Light and Sweet

Cupcakes and Cashmere

Food & Wine

Jane's Girl

La Tartine Gourmande

Martha Stewart Food

Smitten Kitchen

{frolic!}

Design\*Sponge

Oh So Beautiful Paper

Young House Love





Where I get \$4 bottle this Wine ...this is a great Wine I just drink ...

Minh Truong  
6000 Oakwood Dr  
Lisle Illinois 60532



**Isabel** July 30, 2014 at 8:44 am

Trader Joe's! Not sure if there's one in your area, but that's where I get my cheap wine :)

### Leave a comment

Name (required)

Mail (will not be published) (required)

Website

Comment



Log in

Entries RSS

Comments RSS

WordPress.org

April 2012						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
						30
« Mar						May »

My Woodland-Inspired Baby Shower!

First and last attempt at sweet potato tots

Kiernan's 2nd Birthday with Funfetti Cupcakes

Drinking our way through Boston

Creamiest Mashed Potatoes









# Wine Review A Week

[Home](#) [Our Story](#) [Bios](#) [Rating System](#)

Think there's a wine that we should try? Post a comment under any of the reviews, we'll try to get it and review it!

Wednesday, November 19, 2014

## La Finca - Malbec - 2013

From Mendoza, Argentina

### From the bottle:

The vineyards of Finca La Celia lie in the foothills of the Argentine Andes. Stunning purple color. Its bouquet is intense, rich in blackcurrant, vanilla and spices. On the palate the soft and succulent ripe fruits follow through with a surprising delicacy. The tannins are silky, coming subtly from the forefront and giving a lingering finish. This wine has been aged in oak barrels for 3 months.

**Colin:** While uncorking this wine, I could already smell the fresh, fruity aroma of this Malbec. It's surprisingly well-balanced for the price. There's a rich flavor with a smooth finish. The bite is easily countered with a great meal, especially spicy food. Rating: 8 out of 10 glasses

**Rachel:** This is one of those wines that pairs amazingly well with food. It tastes great on the first glass, but once dinner is done and you continue to sip it, you start to experience more of those sour notes. But with dinner, it's smooth, fruity, and very

### Browse by Wine

Bordeaux (1) Cabernet Sauvignon (7) Chardonnay (5) Dessert Wine (3) Gamay (1) Malbec (5) Meritage (1) Merlot (3) Paso Robles (2) Petit Verdot (1) Pinot Grigio (2) Pinot Noir (6) Pinotage (1) Red blend (2) Riesling (2) Rose (2) Roussanne (1) Sangiovese (3) Sauvignon Blanc (4) Shiraz (1) White blend (1) Zinfandel (4)

### Browse by Location

Argentina Australia **California** Chile France Italy new zealand Oregon Portugal South Africa Washington

### Browse by Year

2006 2007 2008 **2009** 2010 2011 2012 2013





easy to drink. Definitely one of the better wines we've had for the price.  
Rating: 8 out of 10 glasses (with food)

Where can I find it? We got it from Trader Joe's for \$4.49.

Posted by Rachel Desilets at 6:00 AM  Recommend this on Google

Labels: 2013, Argentina, la finca, Malbec

**No comments:**

**Post a Comment**

Comment as:

*Harry & David* Treat Yourself With a Gourmet Gift

 \$39.99	 \$29.99
--	--

[SHOP NOW](#)

**Blog Archive**

- ▼ 2014 (9)
  - ▼ November (3)
    - Bogle - Old Vine Zinfandel - 2012
    - La Finca - Malbec - 2013
    - Bogle - Pinot Noir - 2012
  - February (2)
  - January (4)
- 2013 (6)
- 2011 (38)

**Find a Review**

This page can't be displayed

- Make sure the web address <https://a-us-wdc.netmng.com> is correct.
- Look for the page with your search engine.
- Refresh the page in a few minutes.

[Newer Post](#)

[Home](#)

[Older Post](#)

Subscribe to: [Post Comments \(Atom\)](#)

#### Our Blogs

[R.A.Desilets YA Writer](#)  
Keeping up Heart  
3 months ago

Follow Rachel on Twitter:



Follow Colin on Twitter:



Wine a Week Store



Happy Hour 10441 4-  
Piece Geometric  
Slopper Set with Wo...  
Happy Hour  
Save 17% off  
Start 12/14/15  
[Privacy Information](#)

#### Followers

[Join this site](#)  
with Google Friend Connect

Members (11)



Already a member? [Sign in](#)

Harry & David



Christmas  
Cookies

All original content and photos by R.A.Desilets and Colin C. Allrich. Ethereal template. Powered by Blogger.



**ThumbsUpWine.com**

Find the perfect wine, every time.

today's feature | wines you can find | videos | about us | mobile app | press | sign in | [f](#) | [t](#) |

**RESULTS**



**2012 La Finca**

Oak Aged  
Mendoza  
Argentina  
Malbec



Flavor Intensity  
**Light**

Tasting Notes  
**Cranberry, Oak, Raisin, Tart**

Food Pairings  
**Red Meat, Pizza & Pasta, Mushroom Dishes**

Value  
**\$9.00**

Average Retail  
**\$5.00**

[where to buy](#)

**Review Detail**

Watch the review



WineFinder

**Going shopping?  
Take our mobile app with you!**

- Quickly find the best wines in the store
- Save money and avoid the bad bottles
- Search by price, food pairings - even your favorite tastes!
- [Click here](#) to learn more

A lighter style. Tart cranberry and dried red berries add pleasant raisin, espresso, and oak flavors and a light, dry finish. An outstanding value.



ANALYTICS

# Glitter & SPICE

LIFE AND STYLE BLOG

---

---

[ABOUT](#)

[CLOSET](#)

[COOKBOOK](#)

[LIFESTYLE](#)

[2015 HOLIDAY GUIDE](#)

---

---

[SUBSCRIBE](#)



WINE WEDNESDAY





Ah, Wine Wednesday. I never thought you'd get here.

Thank goodness you did.

This Winesday was hosted at my dear friend Natalie's house (that's Natalie in the picture above). She had quite the smorgasbord and a great selection of value wines!

First wine's first: [Sainte-Croix Syrah-Merlot La Bergerie 2011](#). Young (very, very young), but delicious. This wine is designated as a "Vin de Pays d'Oc", which means that it is a country wine that is below AOC (or VDQS) designation, but above table wine -level. Vin de Pays d'Oc wines make up roughly 31% of wine production in France, so pretty stinkin common. While a wine is labeled as "VDQS" if it is from a region that is showing promise but is not an AOC yet, a wine is labeled Vin de Pays if it is grown inside of a certain AOC but does not conform to that AOC's rules. This wine hails from the Languedoc AOC, which is located kinda near the Mediterranean coast. This Syrah-Merlot blend will be quite the decent Tuesday night wine in a few years and, at \$4.99 from Trader Joe's, it is definitely a great valued wine.



A) those muffins were friggin delicious.

B) that wine was too.

The [La Finca Mendoza Tempranillo 2012](#). Though Argentina is most well-known for its Malbecs (my personal favorite right now) and Torrontés, this wine wasn't a let down in any way (aside, yet again, from its youth). After the bottle opened up, it quickly became a great pizza wine. Since this bottle designates that it is a Tempranillo wine right on the label, according to the Instituto Nacional de Vitivinicultura (INV) in Argentina, at least 85% of the wine in the bottle is made from the Tempranillo grape. So with this wine, you're getting a fairly concentrated Tempranillo taste. This wine retails in the \$4-\$9 range at Trader Joes (oh hay, another steal!), but I would definitely suggest saving it for another few months before you crack it open.



And there's the spread. We had chips, salsa (not pictured), guacamole hummus, carrots, muffins, and quiche. This week really started the wine-really-isn't-a-full-meal-even-though-we-want-it-to-be trend and really inspired us Wine Wednesday girls to start bringing human food instead of, you know, popcorn.

Sorry, Olivia Pope, but popcorn and red wine really isn't a well-balanced meal!

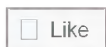
---

**SHARE THIS POST:**



---

**LIKE THIS:**



Be the first to like this.

xo  
*Amanda*



wine wednesday | Glitter and Spice

Posted by [Amanda](#) | [Leave a Comment](#)

Filed Under: [Wine Reviews](#) Tagged: [Dallas](#), [Wine](#)

## LEAVE A REPLY



Glitter & Spice is a food, fashion, and lifestyle blog based on my life and experiences as a twenty-something in Dallas, Texas. I hope you enjoy!

ABOUT ME • 30 BEFORE 30

FOLLOW ME *around*

---



SIGN UP *with me*

---

Email Address

First Name

LOOKING FOR *something?*

---

type keyword and hit enter







TO THE *archives*

---

Select Month

Archives

LATEST *twitterings*

---

---

LATEST *pinterestings*

---

---



LATEST *instagrammings*

---





---

BLOG *categories*

---

- 2015 Holiday Guide
  - Austin
  - Books
- Breakfast and Brunch Recipes
  - Dallas
- Dessert Recipes
- Dinner Recipes
- Drink Recipes
- Easy-to-Make Recipes
  - Fashion
  - General
- Hair & Makeup
- Holidays
- Houston
- Low Calorie Recipes
- Lunch Recipes
- Recipes
- Snack Recipes
- Travel
- Vail Valley
- Wine Reviews

An advertisement for Harry & David gourmet gifts. The ad features the Harry & David logo (a tree) and the brand name in a cursive font. The headline reads "Treat Yourself With a Gourmet Gift". Below the headline are two product images: a box of assorted chocolates and a box of pears. The chocolate box is priced at \$39.99 and the pear box is priced at \$29.99. A "SHOP NOW" button is located at the bottom of the ad. A small blue 'X' icon is in the top right corner of the ad frame.

 Treat Yourself  
With a Gourmet  
Gift

	
\$39.99	\$29.99

[SHOP NOW](#)

☺



Americal Beverage Group, Inc.  
1810 S. El Camino Real, Suite B  
San Clemente, California 92672  
Tel: 949.361.0252  
Fax: 949.606.9985

December 1, 2015

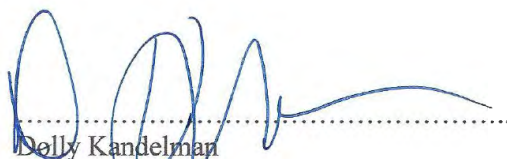
Finca La Celia S.A.  
Avenida San Martín 972, 3rd Floor  
Mendoza, Argentina CP: 5500

To Whom It May Concern:

We, Americal Beverage Group Inc., are an exclusive Agent/American Source/ Importer of the brand LA FINCA, which is produced by Finca La Celia S.A, with rights to submit this brand to all states of the United States, since 2009 until now.

This brand has been distributed to Trader Joe's stores throughout several states around the country since the date mentioned above.

Sincerely



Dolly Kandelman  
Vice President  
Americal Beverage Group Inc.

**AMERICAL**