

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 2,799,507  
For the mark MEYER VINEYARD  
Date registered December 23, 2003

Meier's Wine Cellars, Inc., )  
)  
Petitioner, )  
)  
v. ) Cancellation No. 92044883  
)  
Meyer Intellectual Properties Limited, )  
)  
)  
Registrant. )  
\_\_\_\_\_ )

**PETITIONER'S MOTION FOR SUMMARY JUDGMENT  
AND MEMORANDUM IN SUPPORT THEREOF**



05-19-2006

**TABLE OF CONTENTS**

TABLE OF CONTENTS..... ii

TABLE OF AUTHORITIES ..... iii

I. INTRODUCTION..... 1

II. UNCONTROVERTED STATEMENT OF FACTS..... 2

III. SUMMARY JUDGMENT STANDARDS..... 3

IV. PETITIONER IS ENTITLED TO SUMMARY JUDGMENT ON ALL COUNTS OF THE COMPLAINT ..... 5

    A. Likelihood of Confusion Exists as a Matter of Law ..... 5

    B. The MEIER’S Mark Was Previously Used in the United States by Petitioner ..... 6

        1. Petitioner Owns the MEIER’s mark..... 6

        2. Petitioner Has Demonstrated Prior Use of MEIER’S ..... 6

    C. There is a Likelihood of Confusion Between the MEIER’S Mark and the MEYER VINEYARD Trademarks ..... 7

        1. The Marks are Similar with Respect to Appearance and Sound (DuPont Factor 1)..... 9

        2. The Goods Are Similar (DuPont Factor 2)..... 10

        3. The Established and Likely to Continue Channels of Trade are Similar (DuPont Factor 3)..... 11

        4. Wine Purchasers are Increasingly Impulse Purchasers (DuPont Factor 4) ..... 11

        5. Because of Its Longstanding Use, the MEIER’S Trademarks Should be Considered Famous Trademarks (DuPont Factor 5) ..... 12

        6. The Absence of Actual Confusion is Irrelevant (DuPont Factor 7) ..... 12

        7. The Potential for Future Confusion is Likely (DuPont Factor 12) ..... 13

V. CONCLUSION ..... 13

CERTIFICATE OF SERVICE..... 15

## TABLE OF AUTHORITIES

### CASES

<i>Bottega Veneta, Inc. v. Volume Shoe Corporation, et al.</i> , 226 U.S.P.Q. 964 (T.T.A.B. 1985).....	8
<i>Camacho Cigars, Inc. v. Compania Insular Tabacalera</i> , 171 U.S.P.Q. 673 (D.D.C. 1971).....	11
<i>Celotex Corp. v. Catrett</i> , 477 U.S. 317 (1986), <i>cert. denied</i> , 484 U.S. 1066 (1988).....	4
<i>Cerveceria Modelo S.A. de C.V. v. R.B. Marco &amp; Sons, Inc.</i> , 55 U.S.P.Q.2d 1298 (TTAB 2000).....	5
<i>E.I. DuPont De Nemours and Co. v. Sunlyra Int'l, Inc.</i> , 35 U.S.P.Q.2d 1787 (T.T.A.B. 1995).....	9
<i>Estate of Biro v. Bic Corp.</i> , 18 USPQ2d 1382 (TTAB 1991).....	6
<i>Exxon Corp. v. National Foodline Corp.</i> , 198 USPQ 407, 408 (CCPA 1978).....	4
<i>G.D. Searle &amp; Co., v. Chas. Pfizer &amp; Co.</i> , 265 F.2d 386 (7th Cir. 1959).....	10
<i>Hartwell Co. v. Shane</i> , 17 U.S.P.Q.2d 1569 (TTAB 1990).....	5
<i>In re E.I. DuPont DeNemours &amp; Co.</i> , 476 F.2d 1357, 177 U.S.P.Q. 563 (C.C.P.A. 1973).....	7, 12
<i>In re ECCS, Inc.</i> , 94 F.3d 1578 (Fed. Cir. 1996).....	6
<i>J&amp;J Snack Foods Corp. v. McDonald's Corp.</i> 932 F.2d 1460, 18 U.S.P.Q.2d 1889 (Fed. Cir. 1991).....	8
<i>Jewelers Vigilance Committee Inc. v. Ullenberg Corp.</i> , 823 F.2d 490, 2 U.S.P.Q.2d 2021(Fed. Cir. 1987).....	5
<i>Jules Berman &amp; Assoc., Inc. v. Consolidated Distilled Products, Inc.</i> , 202 U.S.P.Q. 67 (T.T.A.B. 1979).....	8, 10
<i>Kabushiki Kaisha Hattori Tokeiten v. Scutto</i> , 228 U.S.P.Q. 461 (T.T.A.B. 1985).....	8, 9
<i>Lipton Industries, Inc. v. Ralston Purina Co.</i> , 670 F.2d 1024, 213 U.S.P.Q. 185 (CCPA 1982).....	6
<i>Matsushita Elec. Indus. Co., Ltd. v. Zenith Radio Corp.</i> , 475 U.S. 574 (1986), <i>cert. denied</i> , 481 U.S. 1029 (1987).....	4
<i>MSI Data Corp. v. Microprocessor Systems, Inc.</i> , 220 U.S.P.Q. 655 (T.T.A.B. 1983).....	13

<i>Octocom Systems, Inc. v. Houston Computer Services, Inc.</i> , 918 F.2d 937, 16 U.S.P.Q.2d 1783 (Fed. Cir. 1990).....	7
<i>Opryland USA Inc. v. The Great American Music Show Inc.</i> , 970 F.2d 847, 23 USPQ2d 1471(Fed. Cir. 1992).....	6
<i>Pure Gold, Inc. v. Syntex (U.S.A.), Inc.</i> , 222 USPQ 741 (Fed. Cir. 1984).....	4
<i>Sprinklets Water Center, Inc. v. McKesson Corp.</i> , 806 F. Supp. 656, 25 U.S.P.Q.2d 1441 (E.D. Mich. 1992).....	10
<i>Time Warner Entertainment Co. v. Jones</i> , 65 U.S.P.Q.2d 1650 (TTAB 2002).....	6
<i>Young v. AGB Corp.</i> , 152 F.3d 1377, 47 U.S.P.Q.2d 1752 (Fed. Cir. 1998).....	5

**STATUTES**

15 U.S.C. 1052(d).....	6
37 C.F.R. §2.111(b).....	5
37 C.F.R. 2.116(a).....	1
37 CFR § 2.127(e)(1).....	1
Lanham Act, 15 U.S.C.A. § 1052.....	7

**RULES**

Fed. R. Civ. P. 56.....	1
Fed. R. Civ. P. 56(c).....	4
TBMP § 309.03(c).....	5
TBMP § 528.02.....	1

**TREATISES**

<i>3 McCarthy on Trademarks and Unfair Competition</i> § 23:64 (1999).....	8
<i>McCarthy on Trademarks and Unfair Competition</i> , §§ 20:13 <i>et seq.</i> (4th ed. 2001).....	5

Petitioner, Meier's Wine Cellars, Inc., moves for summary judgment on the Petition for Cancellation under Fed. R. Civ. P. 56 as made applicable to these proceedings under 37 C.F.R. 2.116(a).

## I. INTRODUCTION

To protect its legal rights in the MEIER'S trademark and prevent consumer confusion, Meier's Wine Cellars, Inc. (hereinafter "Petitioner"), on August 31, 2005, filed a Petition to Cancel the MEYER VINEYARD mark registered by Meyer Intellectual Properties Limited ("Registrant"). The date of first use stated in the MEYER VINEYARD registration is August 1, 2002<sup>1</sup>.

The cancellation of the registration is warranted since 1) the MEYER VINEYARD mark is confusingly similar to MEIER'S; 2) the goods associated with each mark are identical (wine); and 3) Petitioner has priority of use of the MEIER'S mark.

Timing is proper for the filing of a motion for summary judgment since the Petitioner's testimony period has not yet commenced. 37 CFR § 2.127(e)(1); TBMP § 528.02. This Motion for Summary Judgment is made on the ground that there is a likelihood of confusion as a matter of law.

As will be demonstrated conclusively below, there is no genuine issue of material fact raised as to the priority of use or to the likelihood of confusion as determined by the pertinent *DuPont* factors. Upon balancing of these factors, Petitioner is entitled to summary judgment, as a matter of law, on the ultimate issue of cancellation of the registration of the MEYER VINEYARD mark.

---

<sup>1</sup> The Registrant's response to Interrogatory No. 1 states that the mark was first used November, 2002, roughly three months after the date provided to the U.S. Patent and Trademark Office in the Statement of Use filed September 4, 2003.

Petitioner's motion is supported by:

1. Declaration of Robert Manchick, the Chairman of Meier's Wine Cellars, Inc. with Exhibits A – AF thereto (hereafter "Manchick Dec.");
2. Pleadings herein;
3. Registrant's file history;
4. Registrant's response to Petitioner's Interrogatories; and
5. Jacquinet Declaration and Exhibits JA-JE thereto.

## **II. UNCONTROVERTED STATEMENT OF FACTS**

Petitioner is a corporation organized and existing under the laws of Ohio, with a principal place of business at 3116 Berea Road, Cleveland, Ohio 44114. Petitioner is the owner of the trademark MEIER'S. Petitioner has used MEIER'S as a trademark for sparkling fruit juices since at least as early as 1895. Petitioner has used MEIER'S as a trademark for wines since at least as early as 1935.

On November 7, 2002, Petitioner filed Application Serial No. 76/465,378 to register MEIER'S in the U.S. Patent and Trademark Office. This application lists SPARKLING FRUIT JUICES AND DEALCOHOLIZED TRIPLE SEC in Class 32 and STILL WINES, SPARKLING WINES, SHERRY WINES, PORT WINES, MARSALA WINES, COOKING WINES, AND SWEET AND DRY VERMOUTHS in Class 33.

Petitioner's Serial No. 76/465,378 has been refused registration pursuant to Section 2(d) of the Lanham Act in light of Registration No. 2,799,507 which was filed by Registrant on September 30, 2002 and issued December 23, 2003 in association with WINE in Class 33.

Petitioner has had long use of MEIER'S trademark for sparkling fruit juices and wines. See, e.g., Manchick Dec., Paragraph 2. Over the years, Petitioner has manufactured MEIER'S brand wine in the State of Ohio for distribution and sale in the United States and for export to several countries. See, e.g., Mancheck Dec. Par. 11, Exhibit V. The MEIER'S brand is the oldest wine brand in Ohio, Mancheck Dec. Par. 9 Exhibit T and is the "dominant force in Ohio's wine industry." See, e.g., Manchick Dec., Paragraph 10, Exhibit U.

Petitioner advertises, markets and promotes its MEIER'S brand wine to the consuming public and the trade through a variety of ways. First, Petitioner promotes MEIER'S brand wine to the consuming public and the trade through advertisements in such national well-known publications as *Time*, *McCall's*, *U.S. News and World Report*, *House Beautiful*, *Newsweek*, *Woman's Day*, *Gourmet*, *Carte Blanche*, *Club Management* and *Holiday*. See, e.g., Manchick Dec., Paragraphs 5, 6, 7, 8, and 9, Exhibits P, Q, R, S, and T. Second, Petitioner promotes MEIER'S brand wines and grape juice beverages to the consuming public and the trade through its web site located at <http://www.meierswinecellars.com>. See, e.g., Manchick Dec., Paragraph 9, Exhibit T.

Petitioner offers its MEIER'S brand wine for sale in the United States to wholesale distributors who in turn sell the wine to retailers. MEIER'S wines are also sold via Petitioner's website. See, e.g., Manchick Dec., Paragraph 9, Exhibit T.

### **III. SUMMARY JUDGMENT STANDARDS**

Summary judgment shall be granted if "there is no genuine issue as to any material fact and the moving party is entitled to a judgment as a matter of law." Fed. R.

Civ. P. 56(c). In evaluating a motion for summary judgment, the Court must look beyond the pleadings and assess the proof to determine whether there is a genuine need for trial. *Matsushita Elec. Indus. Co., Ltd. v. Zenith Radio Corp.*, 475 U.S. 574, 587 (1986), *cert. denied*, 481 U.S. 1029 (1987). The party moving for summary judgment bears the initial burden of identifying these portions of the pleadings and discovery, together with any affidavits, which it believes demonstrates the absence of a genuine issue of material fact. *Celotex Corp. v. Catrett*, 477 U.S. 317, 323 (1986), *cert. denied*, 484 U.S. 1066 (1988).

Summary judgment is appropriate in a trademark cancellation proceeding where, as here, there are no genuine issues of material fact to be tried. In *Pure Gold, Inc. v. Syntex (U.S.A.), Inc.*, 222 USPQ 741 (Fed. Cir. 1984), the TTAB's grant of summary judgment in an opposition proceeding was affirmed. The Federal Circuit, in citing *Exxon Corp. v. National Foodline Corp.*, 198 USPQ 407, 408 (CCPA 1978), explained that the basic purpose of summary judgment is that of judicial economy. It is against the public interest to conduct useless trials. Summary judgment is favored over enduring the time and expense of a full trial.

In *Pure Gold, Inc.*, 222 USPQ at 744, n.2, the Federal Circuit encouraged the disposition of matters before the TTAB by summary judgment:

The practice of the US Claims Court and of the former U.S. Court of Claims in routinely disposing of numerous cases on the basis of cross-motions for summary judgment has much to commend it. The adoption of similar practice is to be encouraged in inter partes cases before the Trademark Trial and Appeal Board, which seem particularly suitable to this type of disposition. Too often we see voluminous records which would be appropriate to an infringement or unfair competition suit but are wholly unnecessary to resolution of registrability of a mark.

**IV. PETITIONER IS ENTITLED TO SUMMARY JUDGMENT ON ALL COUNTS OF THE COMPLAINT**

**A. Likelihood of Confusion Exists as a Matter of Law**

Petitioner moves for summary judgment on the issue of likelihood of confusion.

As will be discussed more fully below, there is no genuine issue of fact that:

- (a) The MEIER'S mark was previously used in the United States by Petitioner; and
- (b) There is a likelihood of confusion between the MEIER'S mark and the MEYER VINEYARD trademarks.

Standing to file a complaint requires that the petitioner has a real interest in the proceeding and a reasonable belief of damage may be found, for example, where plaintiff pleads (and later proves): (1) a claim of likelihood of confusion that is not wholly without merit. See TBMP § 309.03(c) and J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition*, §§ 20:13 et seq. (4th ed. 2001); or (2) petitioner has been refused registration of its mark because of registrant's registration. See *Cerveceria Modelo S.A. de C.V. v. R.B. Marco & Sons, Inc.*, 55 U.S.P.Q.2d 1298, 1300 (TTAB 2000) and *Hartwell Co. v. Shane*, 17 U.S.P.Q.2d 1569, 1570 (TTAB 1990).

Any person who believes that he, she or it is or will be damaged by a registration may file a petition, addressed to the Trademark Trial and Appeal Board, for cancellation of the registration in whole or in part. See, e.g., 37 C.F.R. §2.111(b). A petitioner may raise any available statutory ground for cancellation that negates the registrant's right to registration. See *Young v. AGB Corp.*, 152 F.3d 1377, 47 U.S.P.Q.2d 1752, 1754 (Fed. Cir. 1998); *Jewelers Vigilance Committee Inc. v. Ullenberg Corp.*, 823 F.2d 490, 2 USPQ2d 2021, 2023 (Fed. Cir. 1987); *Lipton Industries, Inc. v. Ralston Purina Co.*, 670

F.2d 1024, 213 U.S.P.Q. 185, 189 (CCPA 1982); and *Estate of Biro v. Bic Corp.*, 18 USPQ2d 1382, 1386 (TTAB 1991). Section 2 of the Lanham Act provides a cause of action to refuse registration of a trademark on the Principal Register. Refusal is warranted if (1) the mark consists of or comprises a mark or trade name previously used in the United States by another and (2) is likely to cause confusion when used on or in connection with the goods of the applicant. See, e.g., § 2 Trademark Act of 1946 (15 U.S.C. 1052(d)). See also, e.g., *Opryland USA Inc. v. The Great American Music Show Inc.*, 970 F.2d 847, 23 USPQ2d 1471, 1473 (Fed. Cir. 1992) and *Time Warner Entertainment Co. v. Jones*, 65 USPQ2d 1650 (TTAB 2002).

**B. The MEIER'S Mark Was Previously Used in the United States by Petitioner**

**1. Petitioner Owns the MEIER's mark**

Ownership rights flow from prior appropriation and use in the marketplace — not registration. See *In re ECCS, Inc.*, 94 F.3d 1578 (Fed. Cir. 1996). Petitioner has been using the MEIER'S mark since 1895 and such use has been continuous. See, e.g., Manchick Dec., Paragraphs 4, 9, 10, 14, 16, 17, 20, and 21, Exhibits B-O, Exhibit T, Exhibit U, Exhibit Y, Exhibit AA, Exhibit AB, Exhibit AE, and Exhibit AF. By its prior appropriation and use of MEIER'S, Petitioner is the owner of the MEIER'S mark.

**2. Petitioner Has Demonstrated Prior Use of MEIER'S**

The MEIER'S mark has been used continuously by Petitioner since 1895 in association with wines and grape juice beverage products. See, e.g., Manchick Dec., Paragraphs 4, 9, 10, 14, 16, 17, 20, and 21, Exhibits B-O, Exhibit T, Exhibit U, Exhibit Y,

Exhibit AA, Exhibit AB, Exhibit AE, and Exhibit AF. By its prior appropriation and use of MEIER'S, Petitioner is the owner of the MEIER'S mark.

**C. There is a Likelihood of Confusion Between the MEIER'S Mark and the MEYER VINEYARD Trademarks**

Pursuant to Section 2 of the Lanham Act, 15 U.S.C.A. § 1052, no trademark by which the goods of an applicant may be distinguished from the goods of others shall be refused registration on the principal register on account of its nature unless it consists of or comprises a mark which so resembles a mark registered in the Patent and Trademark Office "... as to be likely, when applied to the good of the applicant to cause confusion, or to cause mistake or to deceive . . ." 15 U.S.C.A. § 1052. Likelihood of confusion is determined on a case-by-case basis by application of the factors identified in *In re E.I. DuPont DeNemours & Co.*, 476 F.2d 1357, 177 U.S.P.Q. 563 (C.C.P.A. 1973).<sup>2</sup> Only those *DuPont* factors that are shown to be material or relevant in the particular case are properly considered in adjudicating likelihood of confusion. *Octocom Systems, Inc. v. Houston Computer Services, Inc.*, 918 F.2d 937, 16 U.S.P.Q.2d 1783 (Fed. Cir. 1990) (affirming a final decision by the Board granting Opposer's motion for summary judgment and refusing registration of Applicant's mark "Octocom" for modems because of the likelihood of confusion with Opposer's registered trademark "Octacomm" for computer programs). It is well settled that if the issue of likelihood of confusion is in

---

<sup>2</sup> (1) Similarity of the marks in their entireties as to appearance, sound, connotation and commercial impression; (2) Similarity and nature of the goods and services; (3) Similarity of established, likely to continue channels of trade; (4) Conditions under which and to whom sales are made, i.e. "impulse" vs. careful, considered purchases; (5) Fame of the prior mark (sales, advertising, length of use); (6) Number and nature of similar marks in use on similar goods; (7) Nature and extent of any actual confusion; (8) Length of time and conditions under which there has been concurrent use without evidence of actual confusion; (9) Variety of goods on which a mark is used; (10) Market interface between applicant and the owner of a prior mark; (consent; agreement re: confusion; assignment); (11) Extent to which applicant has a right to exclude others from use of its mark on the goods; (12) Extent of potential confusion, i.e. de minimis or substantial; and (13) Any other established fact probative of the effect of use.

doubt, the question will be resolved in favor of the *senior user*, in this case Meier's Wine Cellars, Inc. 3 *McCarthy on Trademarks and Unfair Competition* § 23:64 (1999); *J&J Snack Foods Corp. v. McDonald's Corp.* 932 F.2d 1460, 18 U.S.P.Q.2d 1889 (Fed. Cir. 1991) ("The newcomer has the clear opportunity, if not the obligation, to avoid confusion with well-known marks of others.")

Time and again, the Board has held that where, as here, the goods involved are identical, "the *sole* question to be determined" for establishing likelihood of confusion "is whether the marks . . . are sufficiently similar so that their use on identical goods would be likely to cause confusion as to source." *Kabushiki Kaisha Hattori Tokeiten v. Scutto*, 228 U.S.P.Q. 461, 462 (T.T.A.B. 1985) (emphasis added) (application to register "Seycos" for watches refused because of similarity in appearance and pronunciation with Opposer's trademark "Seiko" for identical goods); see also *Bottega Veneta, Inc. v. Volume Shoe Corporation, et al.*, 226 U.S.P.Q. 964 (T.T.A.B. 1985) (application to register "Borsa Veneto" for handbags refused because of the resemblance to Opposer's trademark "Bottega Veneta" for identical goods); *Jules Berman & Assoc., Inc. v. Consolidated Distilled Products, Inc.*, 202 U.S.P.Q. 67 (T.T.A.B. 1979) (application to register "Chula" for liqueurs refused because of similarity in appearance and sound with Opposer's trademark "Kahlua" for identical goods).

Accordingly, because the MEIER'S and MEYER VINEYARD trademarks are strikingly similar with respect to appearance and sound, the Board should enter judgment in Petitioner's favor on this basis alone. Nevertheless, Petitioner's evidence with respect to other relevant *DuPont* factors, such as channels of trade, the fame of the MEIER'S Trademarks, the lack of similar marks in use on wine and grape juice

beverage products and Petitioner's right to exclude others from using the MEIER'S Trademark, further reinforces the inescapable conclusion that there is a likelihood of confusion between Registrant's MEYER VINEYARD mark and the MEIER'S Trademark.

**1. The Marks are Similar with Respect to Appearance and Sound (DuPont Factor 1)**

According to the Board, "in order for a likelihood of confusion to exist, two marks need not be similar in all three respects, namely visual appearance, pronunciation and connotation. In appropriate cases, a mark will be refused registration 'if the similarity in either form, spelling or sound *alone* is likely to cause confusion.'" *E.I. DuPont De Nemours and Co. v. Sunlyra Int'l, Inc.*, 35 U.S.P.Q.2d 1787 (T.T.A.B. 1995) (emphasis added) (citations omitted) (application to register "Lyra" for children's clothing refused because of the similarity in sound and appearance with Opposer's registered trademark for "Lycra" for use on synthetic fibers). This is such a case.

Here, the marks MEYER VINEYARD and MEIER'S are virtually identical in construction. Both marks begin with "ME" and end with "ER." Only one letter separates the two marks, namely "Y" in "MEYER VINEYARD" versus the "I" in MEIER'S. The substitution of the "Y" for the "I" in MEIER'S is immaterial for determining likelihood of confusion. See *Kabushiki Kaisha Hattori Tokeiten*, 228 U.S.P.Q. 463 ("Seycos" held confusingly similar to "Seiko" in both appearance and sound despite the existence of an "S" in "Seycos").

With respect to pronunciation, both marks are two-syllable words beginning with a hard "MEY" sound followed by a "ER." In light of the similarity, consumers are likely to overlook any slight difference between the two marks as to appearance or sound, making confusion likely. Where the marks at issue "contain the same number of

syllables and have the same stress pattern," the courts have found likelihood of confusion. *G.D. Searle & Co., v. Chas. Pfizer & Co.*, 265 F.2d 386 (7th Cir. 1959) (holding that the term "Bonamine" infringes the mark "Dramamine" because of phonetic similarity); see also *Sprinklets Water Center, Inc. v. McKesson Corp.*, 806 F. Supp. 656, 25 U.S.P.Q.2d 1441 (E.D. Mich. 1992) (upholding the Board's grant of summary judgment refusing application of "Sprinklets" for bottled water because of the "obvious similarities in sound and appearance" to a federal trademark registration for "Sparkletts" where "[b]oth marks consist of two syllables and begin with the letters 'SP' and end in the letters 'KLETTS' or 'KLETS.'"). The VINEYARD component of the Registrant's mark merely describes a source for the materials from which the wines are made.

Moreover, the Board has held that "when . . . the products involved are identical in kind . . . and move in the same trade channels to the same classes of purchasers, the degree of similarity required between the words to sustain a claim of likelihood of confusion is *less* than that otherwise needed in situations involving dissimilar, non-competing products." *Jules Berman*, 202 U.S.P.Q. at 70 (emphasis added). Thus, based on sound and appearance alone — and without regard to connotation or commercial impression — the two marks should be deemed confusingly similar.

## **2. The Goods Are Similar (DuPont Factor 2)**

The marks at issue are both utilized in association with the same good, wine. As noted above, the Petitioner seeks registration of the MEIER'S mark in association with a plurality of disparate wines including STILL WINES, SPARKLING WINES, SHERRY WINES, PORT WINES, MARSALA WINES, AND COOKING WINES. Similarly, Registrant's MEYER VINEYARD mark is registered in association with WINE. In this

context, WINE can be seen to include substantially any type of wine including those specified by Petitioner in its application for registration of the MEIER'S mark.

**3. *The Established and Likely to Continue Channels of Trade are Similar (DuPont Factor 3)***

As previously stated, the goods involved — wine — are identical. As such, they will appear in close proximity to one another when offered to relevant consumers. This is particularly true in light of the fact that MEIER'S brand wine is offered for sale to wine consumers in the same sort of retail outlets that sell MEYER VINEYARD brand wine. For example, both MEIER'S and MEYER VINEYARD brand wines are available to wine consumers via the Internet. See Jacquinot Declaration, Paragraphs 3 and 4, Exhibits JA and JB. Because MEIER'S and MEYER VINEYARD are being sold in the same channels of trade, confusion is likely.

**4. *Wine Purchasers are Increasingly Impulse Purchasers (DuPont Factor 4)***

While thirty years ago purchasers of high-priced wine may have been designated as careful, considered purchasers, see *Camacho Cigars, Inc. v. Compania Insular Tabacalera*, 171 U.S.P.Q. 673 (D.D.C. 1971), this is no longer generally true. Wine has grown enormously in popularity in recent years, attracting a legion of new customers, retailers, distributors and importers who lack the sophistication needed to distinguish among confusingly similar names. See, e.g., Jacquinot Declaration, Paragraphs 5 and 6, Exhibits JC and JD. These new wine clients are much more likely to purchase on impulse, and without careful consideration. *Id.* Thus, consumers might easily mistake a MEIER'S wine product for a MEYER VINEYARD brand of wine. Accordingly, this factor weighs in favor of confusion.

**5. Because of Its Longstanding Use, the MEIER'S Trademarks Should be Considered Famous Trademarks (DuPont Factor 5)**

The fame of the senior user's mark is evidenced by such factors as sales, advertising and length of use. *DuPont*, 476 F. 2d at 1361. With respect to length of use, MEIER'S is the State of Ohio's oldest wine brand. See, e.g., Manchick Dec., Paragraphs 4, 9, 10, 14, 16, 17, 20, and 21, Exhibits B-O, Exhibit T, Exhibit U, Exhibit Y, Exhibit AA, Exhibit AB, Exhibit AE, and Exhibit AF. The MEIER'S mark was used in the United States as early as 1895. See, e.g., Manchick Dec., Paragraphs 16 and 18, Exhibit AA, Exhibit AC. Since that time, Petitioner's MEIER'S Trademark has been used in commerce in the United States in connection with premium wines. See, e.g., Manchick Dec., Paragraphs 10 and 21, Exhibit U, Exhibit AF. As a result of longstanding use, and through prominent advertising in such publications as *The Wine Spectator*, *Time*, *McCall's*, *U.S. News and World Report*, *House Beautiful*, *Newsweek*, *Woman's Day*, *Gourmet*, *Carte Blanche*, *Club Management* and *Holiday*, the MEIER'S Trademark has become well-known and sought after by wine consumers. See, e.g., Manchick Dec., Exhibit P, Exhibit V. Indeed, an excerpt from the book *The Wineries and Their Wines* indicates that the MEIER'S Trademarks are "the dominant force in Ohio's wine industry." See, e.g., Manchick Dec., Paragraph 10, Exhibit U. Hence, this factor weighs heavily in favor of likelihood of confusion.

**6. The Absence of Actual Confusion is Irrelevant (DuPont Factor 7)**

Petitioner is unaware of any instances of actual confusion between MEIER'S and MEYER VINEYARD. This factor does not weigh against likelihood of confusion, however, because the Board has held that "evidence of actual confusion is often hard to

come by and actual confusion need not be proved to find likelihood of confusion under Section 2(d)." *MSI Data Corp. v. Microprocessor Systems, Inc.*, 220 U.S.P.Q. 655, 659 (T.T.A.B. 1983). This is particularly true in light of the fact that MEYER VINEYARD wines have been on the market for a short time. Registrant, Meyer Intellectual Properties Limited, has spent very little on advertising and promotion and sales. In addition, the roughly 1000 cases of wine produced with the MEYER VINEYARD mark have been insignificant. See Jacquinot Declaration, Paragraph 7, Exhibit JE. Thus, this factor should not weigh against likelihood of confusion.

**7. *The Potential for Future Confusion is Likely (DuPont Factor 12)***

In light of the identical nature of the goods, the striking similarity between the marks as to sound and appearance, the similarity of the established and likely to continue channels of trade, the fame of the MEIER'S trademark and the lack of similar names in use for wines, Petitioner respectfully submits that the potential for future confusion is substantial.

Because all relevant *DuPont* factors favor likelihood of confusion, Petitioner respectfully requests that the Board issue an order entering judgment against Meyer Intellectual Properties Limited with prejudice, sustaining this petition for cancellation and cancelling registration of Registration No. 2,799,507.

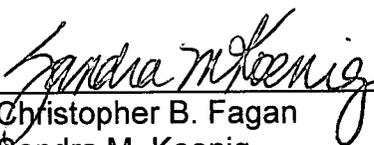
**V. CONCLUSION**

For the foregoing reasons, Petitioner requests that the Trademark Trial and Appeal Board grant its Motion for Summary Judgment on the issue of likelihood of confusion and ultimately cancel Trademark Registration No. 2,799,507.

Respectfully submitted,

FAY, SHARPE, FAGAN,  
MINNICH & McKEE, LLP

Date: May 17, 2006

  
\_\_\_\_\_  
Christopher B. Fagan  
Sandra M. Koenig  
1100 Superior Avenue  
Seventh Floor  
Cleveland, Ohio 44114-2579  
Telephone Number: (216) 861-5582  
Facsimile Number: (216) 241-1666  
e-mail: cfagan@faysharpe.com  
skoening@faysharpe.com

Attorneys for Petitioner  
Meier's Wine Cellars, Inc.

**CERTIFICATE OF MAILING**

I hereby certify that this **PETITIONER'S MOTION FOR SUMMARY JUDGMENT AND MEMORANDUM IN SUPPORT THEREOF** is being deposited with the United States Postal Service as first class mail, postage prepaid, in an envelope addressed to: Attention: TTAB, Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451, on May 17, 2006.

By: Christine A. Hutter  
Christine A. Hutter

**CERTIFICATE OF SERVICE**

I hereby certify that a copy of the foregoing **PETITIONER'S MOTION FOR SUMMARY JUDGMENT AND MEMORANDUM IN SUPPORT THEREOF** was served by first class mail, postage prepaid, on May 17, 2006, upon the following attorneys for Registrant:

Scott W. Petersen, Esq.  
Donald G. Mulack, Esq.  
HOLLAND & KNIGHT LLP  
131 South Dearborn Street, 30th Floor  
Chicago, Illinois 60603

By: Jandra M. Keeng  
Attorney for Petitioner

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 2,799,507  
For the mark MEYER VINEYARD  
Date registered December 23, 2003

Meier's Wine Cellars, Inc.,	)	
	)	
Petitioner,	)	
	)	
v.	)	
	)	Cancellation No. 92044883
Meyer Intellectual Properties Limited,	)	
	)	
	)	
Registrant.	)	
_____	)	

**DECLARATION OF ROBERT A. MANCHICK**

I, Robert A. Manchick, declare as follows:

1. I am the Chairman of Meier's Wine Cellars, Inc. ("Company") and am authorized to make this declaration on its behalf. I am familiar with the use of the MEIER'S trademark by the Company in association with wine and juice.
2. The Company has used the MEIER'S mark continuously on wine and juice for more than 100 years and continues to use the mark on wine and juice to the present day.
3. Our Company's wine labels prominently feature the MEIER'S mark. Exhibit A sets forth copies of labels that are currently in use. Wines bearing labels of Exhibit A are sold throughout the United States. Labels such as these have been used over the years in promoting wine and since well prior to 2002.

4. The MEIER'S trademark has appeared on numerous labels throughout the years. Such labels are subject to approval by the Bureau of Alcohol, Tobacco and Firearms. Representative label approvals for selected years are attached:

Exhibit B: Representative MEIER'S wine label approvals 2003

Exhibit C: Representative MEIER'S wine label approvals 2002

Exhibit D: Representative MEIER'S wine label approvals 2001

Exhibit E: Representative MEIER'S wine label approvals 1997

Exhibit F: Representative MEIER'S wine label approvals 1995

Exhibit G: Representative MEIER'S wine label approvals 1993

Exhibit H: Representative MEIER'S wine label approvals 1992

Exhibit I: Representative MEIER'S wine label approvals 1987

Exhibit J: Representative MEIER'S wine label approvals 1985

Exhibit K: Representative MEIER'S wine label approvals 1980

Exhibit L: Representative MEIER'S wine label approvals 1970

Exhibit M: Representative MEIER'S wine label approval 1963

Exhibit N: Representative MEIER'S wine label approval 1951

Exhibit O: Representative MEIER'S wine label approval 1945

Each approved label bears the MEIER'S mark prominently. Numerous labels such as these have been approved. Wine labels bearing the MEIER'S mark have been used continuously over the years in association with wine.

5. MEIER'S wines have been widely advertised and promoted through the years. Attached as Exhibit P are copies of representative advertisements and publicity pieces that were used in the 1960s. Many of these ads were featured in national magazines such as *Time*, *McCall's*, *U.S. News and World Report*, *House Beautiful*, *Newsweek*, *Woman's Day*, *Gourmet*, *Carte Blanche*, *Club Management* and *Holiday*.

6. MEIER'S wines were widely publicized in the 1970s. Attached as Exhibit Q are a number of representative articles and advertisements published and/or utilized in the 1970s for the promotion and sales of various MEIER'S brand wines. Similar materials have been used in other years in promoting MEIER'S wines.

7. MEIER'S wines were also widely publicized in the 1980s. Attached as Exhibit R are representative marketing materials, articles, advertisements and sales literature utilized in the 1980s for the promotion and sales of various MEIER'S brand wines and wine coolers. Similar materials have been used in other years in promoting MEIER'S wines.

8. MEIER'S wines were also widely publicized in the 1990s. Attached as Exhibit S are representative marketing materials and advertisements utilized in the 1990s for the promotion and sales of various MEIER'S brand wines. Similar materials have been used in other years in promoting MEIER'S wines.

9. Attached as Exhibit T are contents of the Meier's Wine Cellars website <http://www.meierswinecellars.com>. As stated on the website, Meier's is "Ohio's oldest and largest winery" and "has been making great wines for more than 100 years." The website has been used for promoting MEIER'S wines and juices since the late 1990s and is still used for that purpose. MEIER'S wines may be ordered directly from Petitioner's website. MEIER'S wines are also sold to distributors who, in turn, make them available to retailers.

10. Attached as Exhibit U is page 100 from the book *The Wineries and Their Wines* which states that "Meier's Wine Cellars, founded in 1895, is the dominant force in Ohio's wine industry."

11. Attached as Exhibit V is an article from *The Wine Spectator* dated April 16-30, 1978 that states that "Meier's wines, champagnes, and Catawba juice are shipped to more than 40 states and several foreign countries." This illustrates the national sales and use of the MEIER'S mark.

12. Attached as Exhibit W is an article about MEIER'S brand wines from the *New Yorker* magazine dated October 24, 1953.

13. Attached as Exhibit X is a piece of our Company's literature that lists the various MEIER'S wine products. The literature includes a statement that indicates MEIER'S wines have been available for more than 100 years.

14. Attached as Exhibit Y is an article from *Wines and Vines* magazine dated March, 1982 that states the use of "Meier's Lake Island White" wine.

15. Attached as Exhibit Z is a copy of a print advertisement that indicates use of the MEIER'S mark since 1895. "[B]y 1895, his son John C. Meier had built the business into a profitable winery and erected the existing wine cellars." In addition, the print ad states "[g]reat wines for more than 100 years."

16. Attached as Exhibit AA is page 11 from *Ohio Tavern News* dated August 17, 1976 which states that "Meier's has been an Ohio institution for more than 100 years."

17. Attached as Exhibit AB is a Certificate of Renewal of the trade name MEIER'S WINE CELLARS dated July 15, 1968. This application states that the trade name was first used 73 years prior to this date (1895).

18. Attached as Exhibit AC are three articles from *The Cincinnati Post*, *The Cincinnati Enquirer*, and *The Cleveland Plain Dealer* that were published on February 13, 1976 that support long use of the MEIER'S mark.

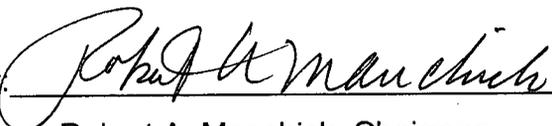
19. Attached as Exhibit AD is an article from *Village Views* dated July 8, 1981 that states "Meier's Cellars . . . Meier's has been making wines for over 100 years."

20. Attached as Exhibit AE is an article from *NTA Courier* dated October 1984 that states "Meier's . . . ships its wines to 40 states . . . business started making grape juice in 1865, then expanded to wine 5 years later."

21. Attached as Exhibit AF is an excerpt from an article in *Vegetarian Times* that states "'John C. Meier Grape Juice Company. Established in 1895, the Cincinnati based company has full line of . . .'; "At the prestigious Monde World Quality Selections 1983 held in Rome, Italy.

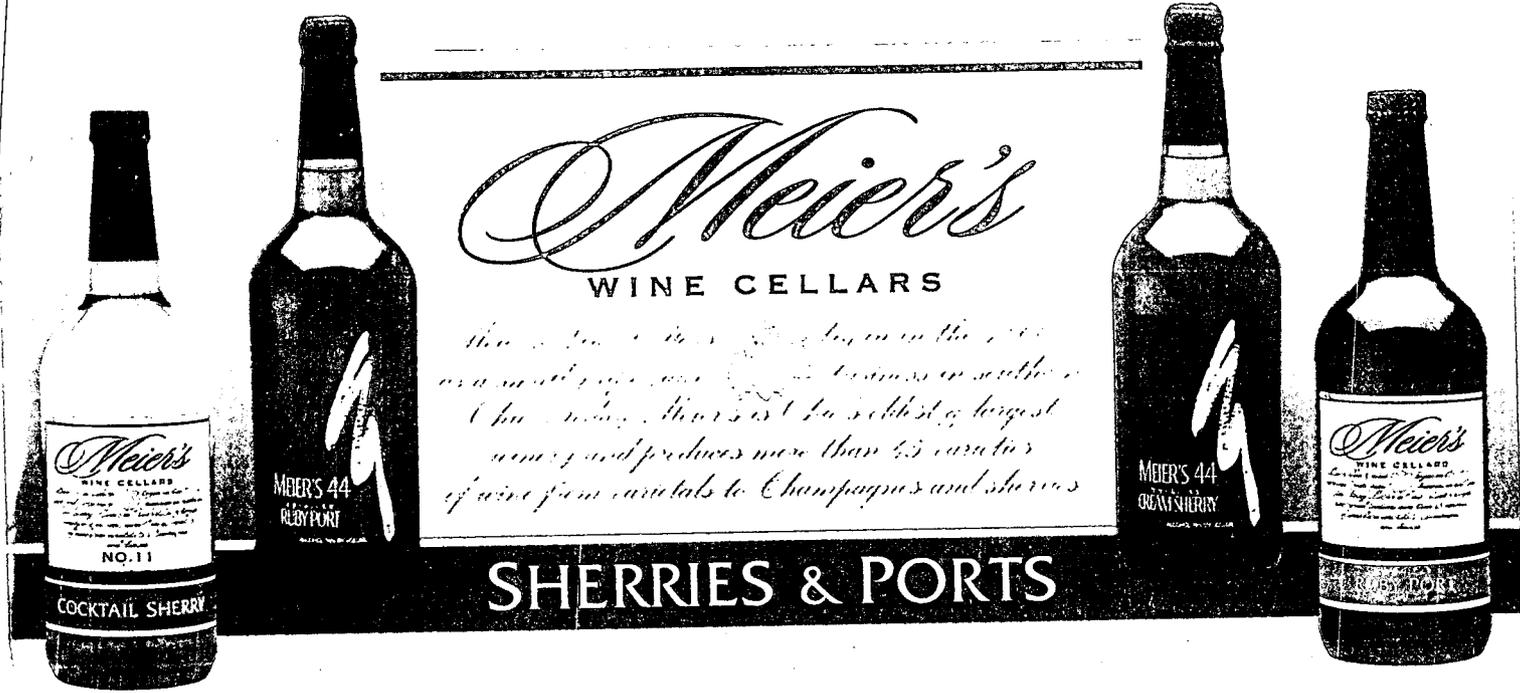
22. The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declares that all statements made of his own knowledge are true; and all statements made on information and belief are believed to be true.

**MEIER'S WINE CELLARS, INC.**

By:   
Robert A. Manchick, Chairman

Date: 5/4/06

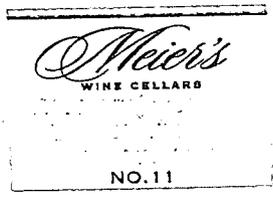
EXHIBIT A



*Meier's*  
WINE CELLARS

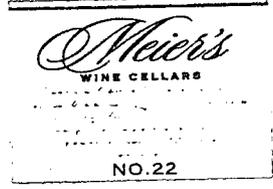
*Since 1870, Meier's Wine Cellars has been in the wine business in southern Ohio. Meier's is the oldest & largest winery and produces more than 45 varieties of wine from vitals to Champagnes and sherrys.*

**SHERRIES & PORTS**



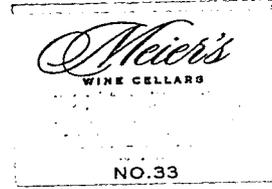
AMERICAN COCKTAIL SHERRY

Crisply dry and soft with a pale straw color. Skillfully blended to display a distinctive bouquet with a light, elegant nutty flavor.



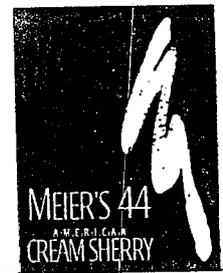
AMERICAN SHERRY

Medium dry and golden amber in color with the perfect balance between sweetness and acidity. Full-bodied and nut-like.

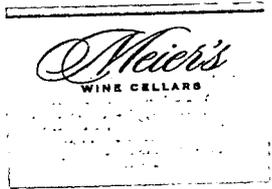


CREAM SHERRY

Blended in the tradition of light Olorosos called "milk" sherrys. Full-bodied and deep golden in color with a luscious bouquet and rich, nut-like taste.



Full-bodied and delightfully smooth with a nutty flavor. Blended in large oak casks, then placed outdoors for solera aging and weathering.



RUBY PORT

A lighter version of 44 Ruby Port. Semi-sweet with a distinctively rich, fresh and fruity flavor. Light, smooth and velvety.



TAWNY PORT

Be: taw full wit vor



MARSALA



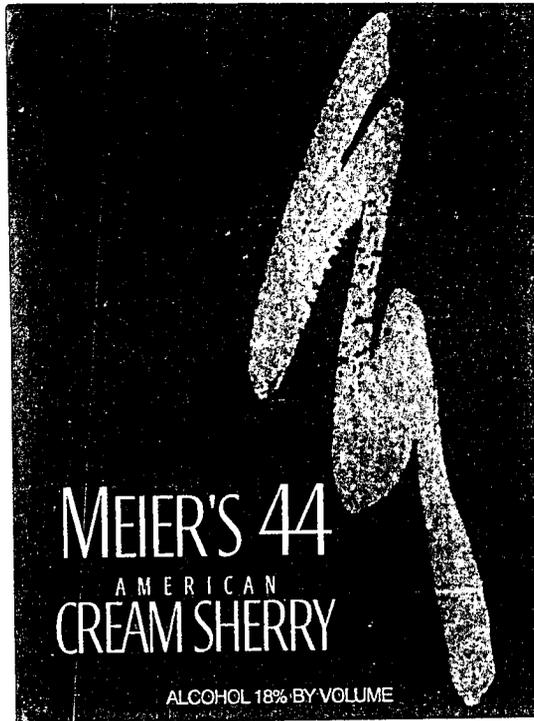
Distinctively rich and semi-sweet with a smooth, velvety taste characteristic of the finest ports. Skillfully blended, then cellared in oak.

**EXHIBIT A**

Memorandum in Support of Motion for Summary Judgment

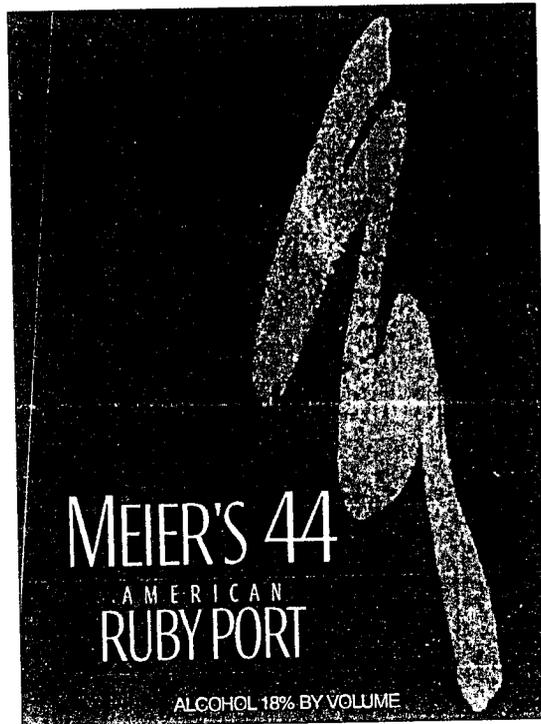
VINTED AND BOTTLED BY MEIER'S WINE CELLARS, INC. SILVERTON, OHIO

PM7-00997



MEIER'S 44  
AMERICAN  
CREAM SHERRY

ALCOHOL 18% BY VOLUME



MEIER'S 44  
AMERICAN  
RUBY PORT

ALCOHOL 18% BY VOLUME

PMTZ-00998

*Meier's*  
No. 11  
**COCKTAIL SHERRY**

A very dry, soft white wine with a light, nutty flavor. Excellent as an aperitif.  
Serve slightly chilled.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES  
750 ML



0 85688 50114 8

*Meier's*

WINE CELLARS

*Meier's Wine Cellars began in the 1800's as a small grape juice business in southern Ohio. Today Meier's is Ohio's oldest & largest winery and produces more than 45 varieties of wine from varietals to Champagnes and sherries*

NO. 11

**AMERICAN  
COCKTAIL SHERRY**

IMPORTED & BOTTLED BY MEIER'S WINE CELLARS, INC. SILVERTON, OHIO ALCOHOL 18% BY VOLUME

*Meier's*  
No. 22  
**SHERRY**

Medium dry and golden amber with full-bodied nutty flavor. Serve chilled.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES  
750 ML



0 85688 50224 4

*Meier's*

WINE CELLARS

*Meier's Wine Cellars began in the 1800's as a small grape juice business in southern Ohio. Today Meier's is Ohio's oldest & largest winery and produces more than 45 varieties of wine from varietals to Champagnes and sherries*

NO. 22

**AMERICAN  
SHERRY**

IMPORTED & BOTTLED BY MEIER'S WINE CELLARS, INC. SILVERTON, OHIO ALCOHOL 18% BY VOLUME

---

# Meier's

WINE CELLARS

Meier's Wine Cellars began in the 1800's  
as a small grape juice business in southern  
Ohio. Today Meier's is Ohio's oldest & largest  
winery and produces more than 45 varieties  
of wine from varietals to Champagnes  
and sherries

NO.33

---

Meier's

No.33

CREAM SHERRY

A sweet, full-bodied wine with deep gold color  
and rich nutty flavor. Serve slightly chilled.

CONTAINS SULTITES

CONTAINS SULTITES  
750 ML



AMERICAN  
CREAM SHERRY

---

# Meier's

WINE CELLARS

Meier's Wine Cellars began in the 1800's  
as a small grape juice business in southern  
Ohio. Today Meier's is Ohio's oldest & largest  
winery and produces more than 45 varieties  
of wine from varietals to Champagnes  
and sherries

Meier's  
RUBY PORT

Fresh, fruity and semi-sweet with  
a distinctive rich, smooth and velvety flavor.  
Serve at room temperature.

GOVERNMENT WARNING: (1) AC-  
CORDING TO THE SURGEON GENERAL,  
WOMEN SHOULD NOT DRINK ALCOHOLIC  
BEVERAGES DURING PREGNANCY BE-  
CAUSE OF THE RISK OF BIRTH DEFECTS.  
(2) CONSUMPTION OF ALCOHOLIC BEV-  
ERAGES CAN CAUSE DROWNING, FIRE,  
CRASHES, IMPAIRS YOUR ABILITY TO  
DRIVE, OPERATE MACHINERY, OR  
PERFORM OTHER DUTIES WHICH RE-  
QUIRE YOUR COMPLETE ATTENTION.

CONTAINS SULTITES  
750 ML



AMERICAN  
RUBY PORT

PMTZ-001000

*Meier's*  
**TAWNY PORT**  
 Pale gold, soft and semi-sweet  
 with a vibrant bouquet. Serve at  
 room temperature or slightly chilled.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES  
 750 ML



0 85688 50024 0

*Meier's*

WINE CELLARS

*Meier's Wine Cellars began in the 1800's as a small grape juice business in southern Ohio. Today Meier's is Ohio's oldest & largest winery and produces more than 45 varieties of wine from varietals to Champagnes and Sherries.*

**AMERICAN  
 TAWNY PORT**  
 VINTED & BOTTLED BY MEIER'S WINE CELLARS, INC., SILVERTON, OHIO. ALCOHOL 18% BY VOLUME.

*Meier's*  
**MARSALA**  
 Aromatic with a rich, smoky flavor that  
 enhances entrees, sauces and desserts.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES  
 750 ML



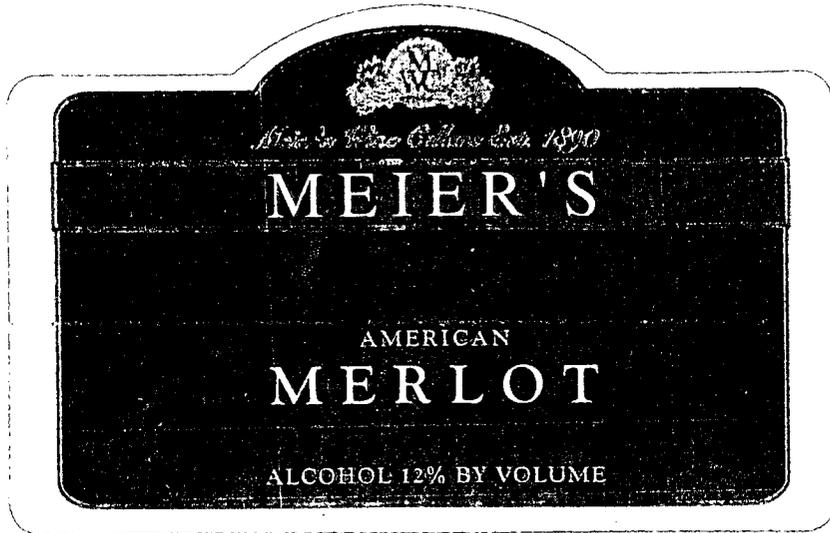
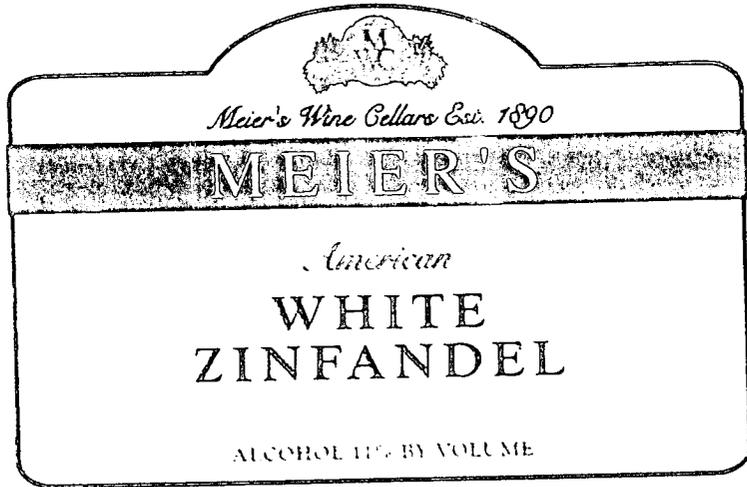
0 85688 50104 9

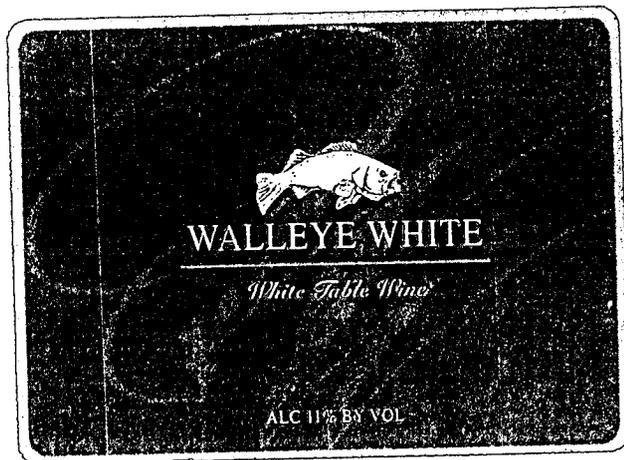
*Meier's*

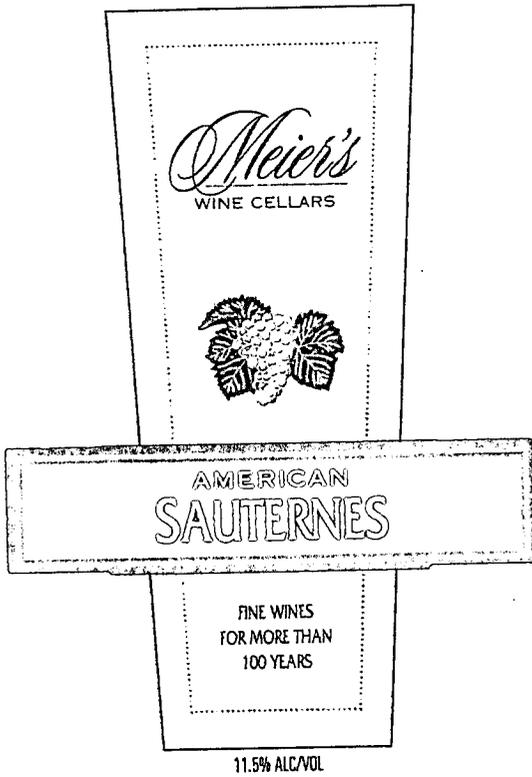
WINE CELLARS

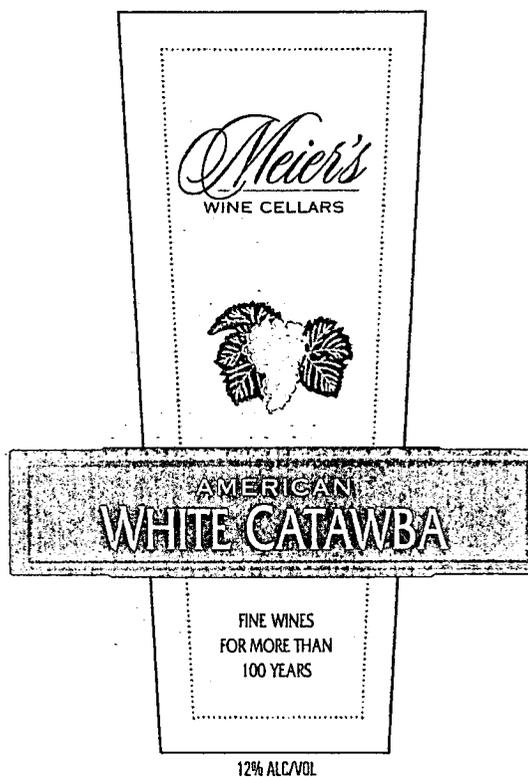
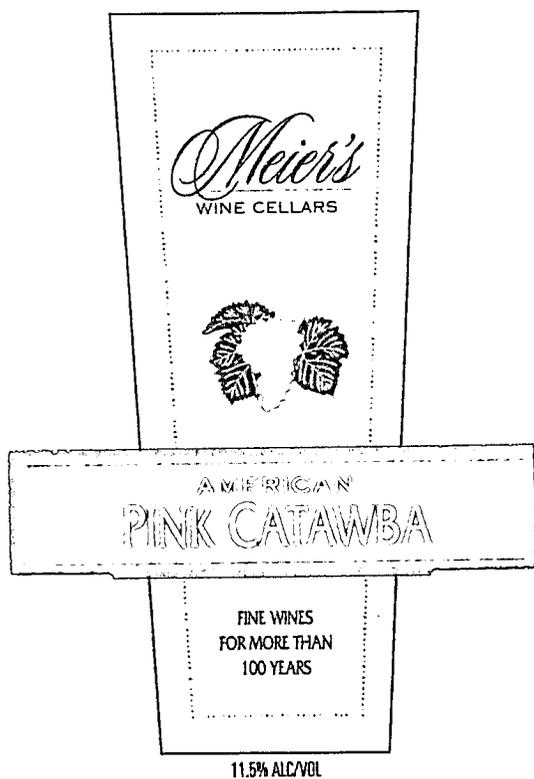
*Meier's Wine Cellars began in the 1800's as a small grape juice business in southern Ohio. Today Meier's is Ohio's oldest & largest winery and produces more than 45 varieties of wine from varietals to Champagnes and Sherries.*

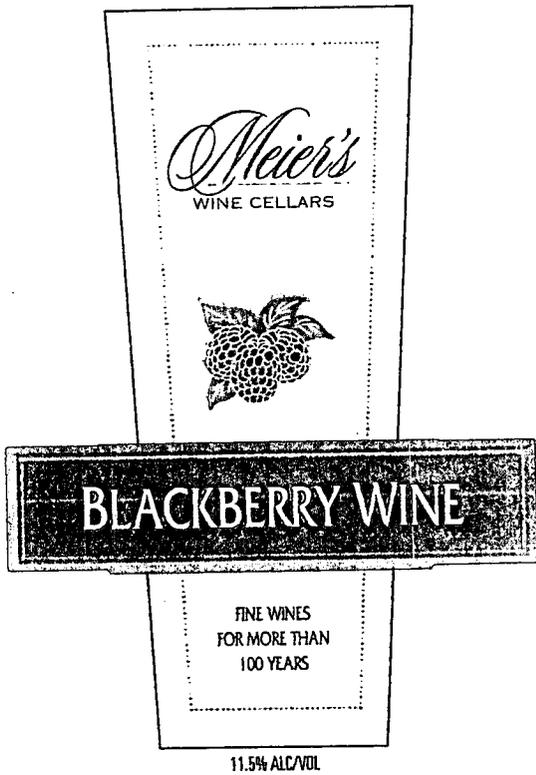
**AMERICAN  
 MARSALA**  
 VINTED & BOTTLED BY MEIER'S WINE CELLARS, INC., SILVERTON, OHIO. ALCOHOL 18% BY VOLUME.











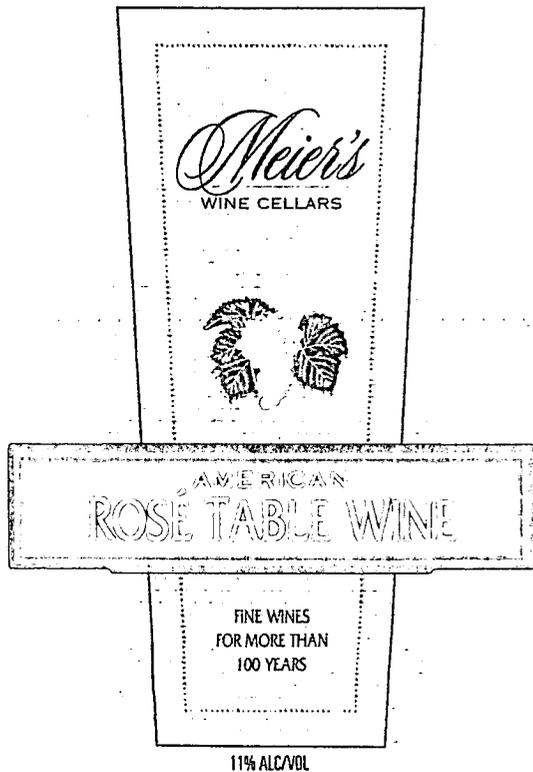
*Meier's*  
WINE CELLARS

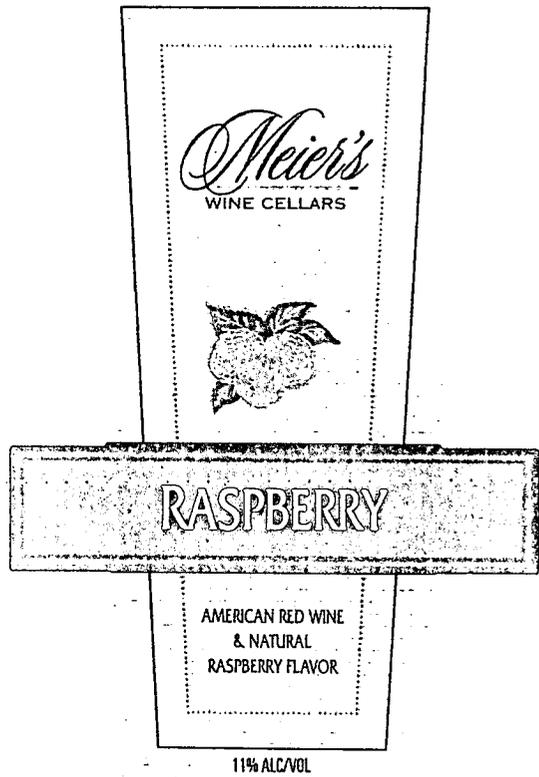
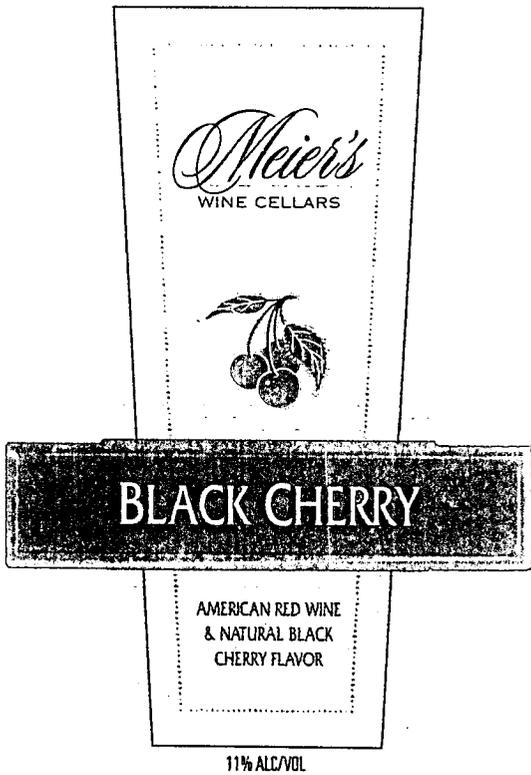


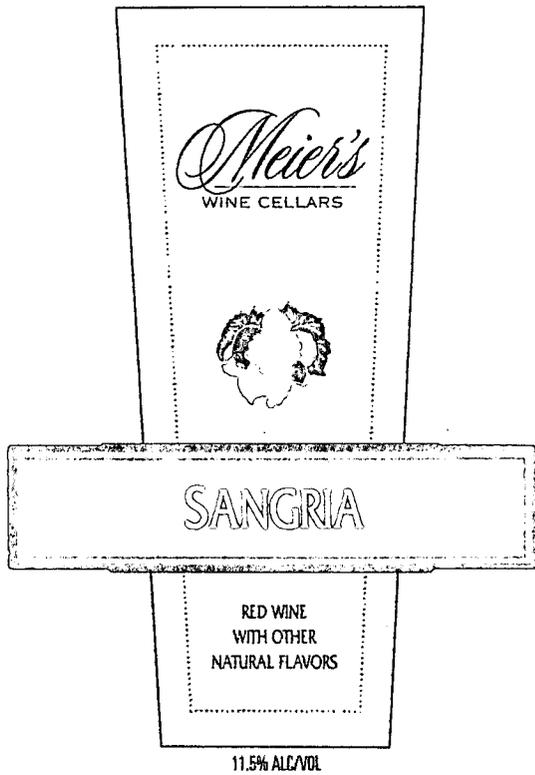
RED SEEDLING  
BRAND

FINE WINES  
FOR MORE THAN  
100 YEARS

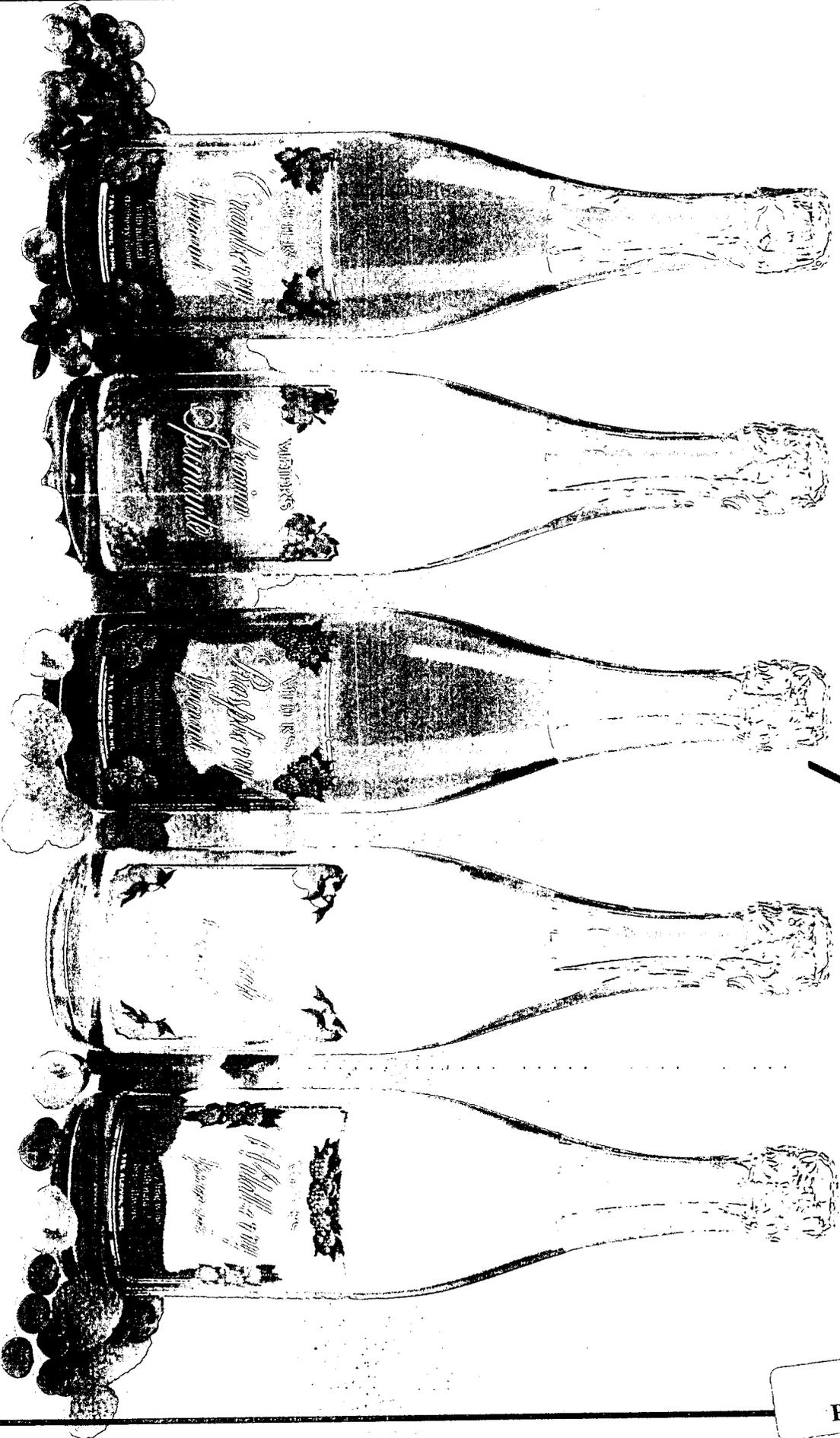
11% ALC/VOL







MEIER'S  
*Premium Sparkante*



Enhanced with a delicate hint of natural fruit flavors

MEIER'S WINE CELLARS INC. CINCINNATI, OHIO 7.5% ALC/VOL

PMTZ-001011

CTT 111

MEIERS

# Premium Spumante

*Enhanced with a delicate hint of natural flavors*



*Cranberry  
Spumante*

Tart and tangy  
Cranberry flavor is  
the perfect accent  
to Spumante.

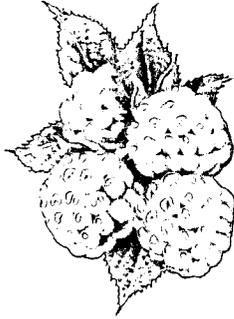
UPC  
85688 -56204



*Premium  
Spumante*

Slightly sweeter than  
champagne, this  
Italian version of  
sparkling wine has  
widespread appeal.

UPC  
85688 -56284



*Raspberry  
Spumante*

Sweet, juicy raspberry  
flavors highlight  
this delightful  
sparkling wine.

UPC  
85688 -56244



*Peach  
Spumante*

Natural peach and  
passionfruit flavors  
complement the  
sweetness of Spumante.

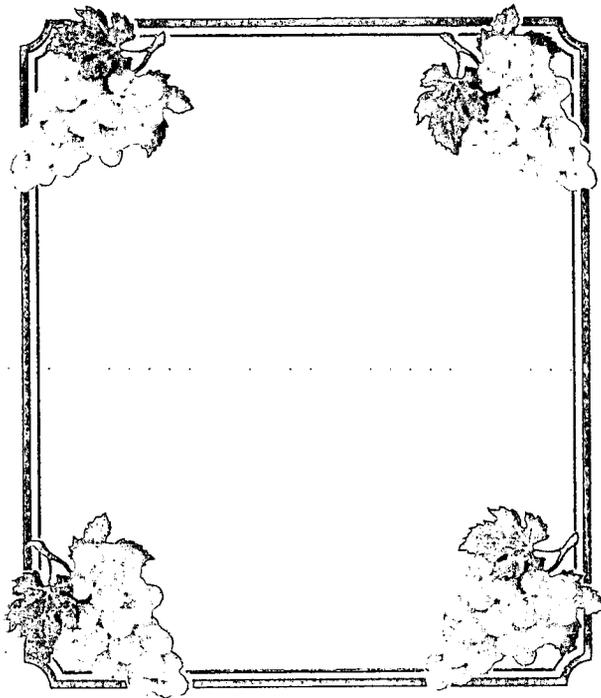
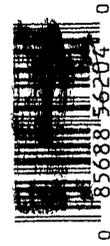
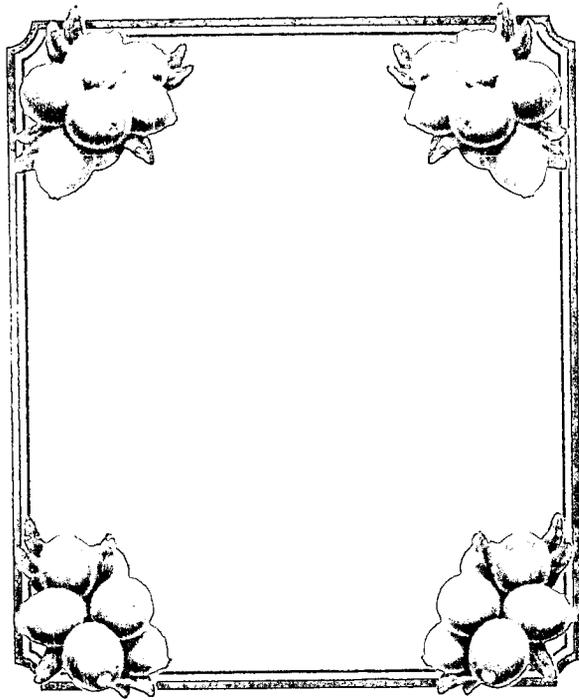
UPC  
85688 -56224



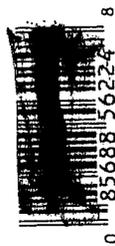
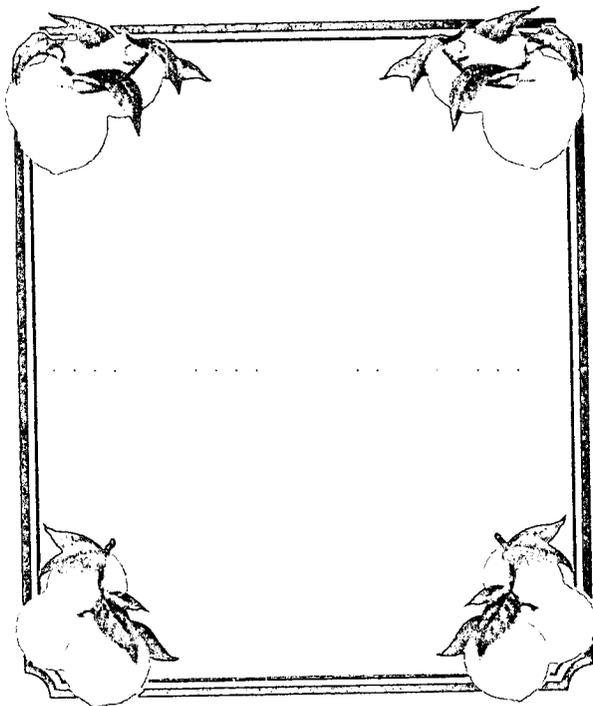
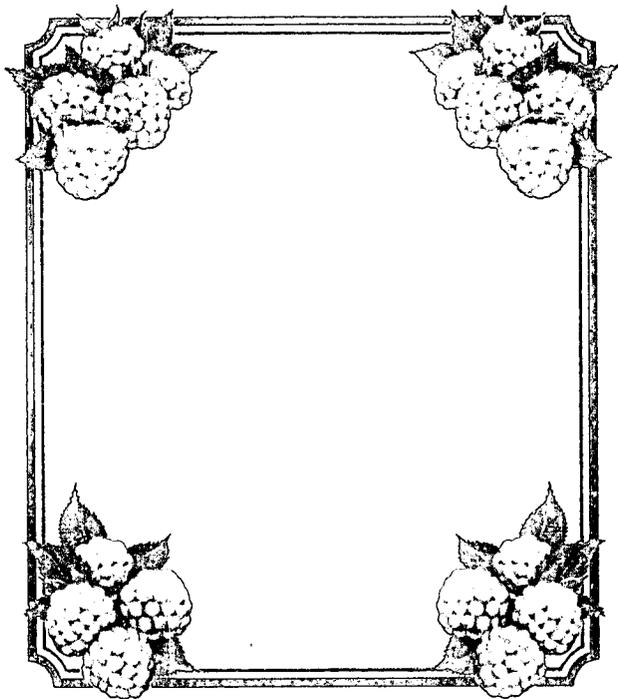
*Wildberry  
Spumante*

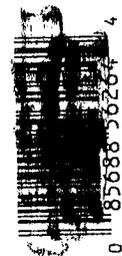
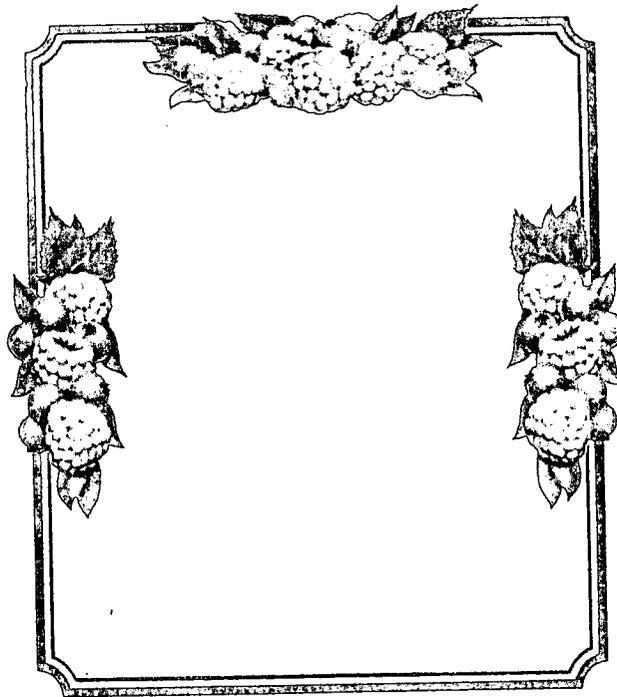
A refreshing blend of  
fresh berry flavors and  
premium Spumante.

UPC  
85688 -56264



PMTZ-001013





NATURALLY FERMENTED

REIÉM  
SELECT CUVEE



BRUT  
CHAMPAGNE

*Premium American Sparkling Wine*

CHARMAT BULK PROCESS

ALCOHOL 12% BY VOLUME

PRODUCED & BOTTLED BY CHATEAU BEGAN CO. SUIPERIOR, OHIO  
CONTAINS SULFITES FOUND NATURALLY IN WINE  
TO PROTECT FLAVOR AND COLOR.

0 85688 57044 1

750ML

NATURALLY FERMENTED

REIÉM  
SELECT CUVEE



CHAMPAGNE

EXTRA DRY

*Premium American Sparkling Wine*

CHARMAT BULK PROCESS

ALCOHOL 12% BY VOLUME

PRODUCED & BOTTLED BY CHATEAU BEGAN CO. SUIPERIOR, OHIO  
CONTAINS SULFITES FOUND NATURALLY IN WINE  
TO PROTECT FLAVOR AND COLOR.

0 85688 57014 4

750ML

NATURALLY FERMENTED

# REIÉM

SELECT CUVEE



## PINK CHAMPAGNE

*Premium American Sparkling Wine*

CHARMAT BULK PROCESS

ALCOHOL 11.5% BY VOLUME

PRODUCED & BOTTLED BY CHATEAU REIEM CO. SIVERTON, OHIO  
CONTAINS SULFITES FOUND NATURALLY IN WINE  
TO PROTECT FLAVOR AND COLOR.

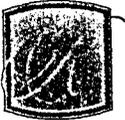
0 69088 57024 3

750ML

NATURALLY FERMENTED

# REIÉM

SELECT CUVEE



## SPUMANTE

*Premium American Sparkling Wine*

CHARMAT BULK PROCESS

ALCOHOL 7.5% BY VOLUME

PRODUCED & BOTTLED BY CHATEAU REIEM CO. SIVERTON, OHIO  
CONTAINS SULFITES FOUND NATURALLY IN WINE  
TO PROTECT FLAVOR AND COLOR.

0 69088 57064 9

750ML

**MEIER'S**

SINCE  1895

**DRY  
VERMOUTH**

MADE WITH  
*Imported Botanicals*

ALCOHOL 18% BY VOLUME

VINTED & BOTTLED BY MEIER'S WINE CELLARS, INC.  
B.W. No. 45, CINCINNATI, OHIO

**MEIER'S**

SINCE  1895

**SWEET  
VERMOUTH**

MADE WITH  
*Twins Herbs*

ALCOHOL 16% BY VOLUME

VINTED & BOTTLED BY MEIER'S WINE CELLARS, INC.  
B.W. No. 45, CINCINNATI, OHIO

EXHIBIT B

TB ID 03169-000-000109		DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <b>APPLICATION FOR AND CERTIFICATION/EXEMPTION                  OF LABEL/BOTTLE APPROVAL</b> (See instructions and Paperwork Reduction Act Notice on Back)	
1. REP. ID. NO. (If any)		<b>PART I - APPLICATION</b>	
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-OH-45		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON THE LABEL (Required)  MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD ROAD SILVERTON OH 45236	
3. SERIAL NUMBER (Required) YEAR: 0 3 - 0 0 1 3		4. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE	
5. BRAND NAME (Required) MEIER'S WINE CELLARS		7a. MAILING ADDRESS, IF DIFFERENT	
6. FANCIFUL NAME (If any) TAWNY PORT		17. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TT B ID	
8. EMAIL ADDRESS dblocksidge@paramountdistiller.com		9. FORMULA/SOP NO. (If any)	
10. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)		11. NET CONTENTS 750ML/1.5L	
12. ALCOHOL CONTENT 19%		13. WINE APPELLATION (If on label) AMERICAN	
14. WINE VINTAGE DATE (If on label)		15. PHONE NUMBER ( 513 ) 891-2900	
16. FAX NUMBER ( 513 ) 891-6370		18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celloseals, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. NET CONTENTS BLOWN INTO BOTTLE.	

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TT B F 5100.31, Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 6/11/03	20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Donna M. Blocksidge</i>	21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT DONNA M. BLOCKSIDGE, Attorney-In-Fact
------------------------------------	--	--

**PART III - TT B CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

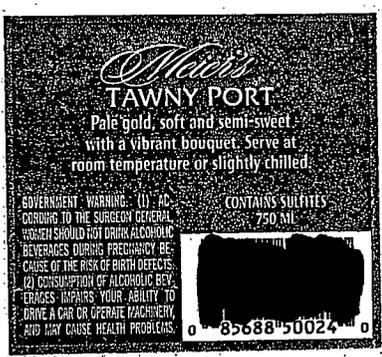
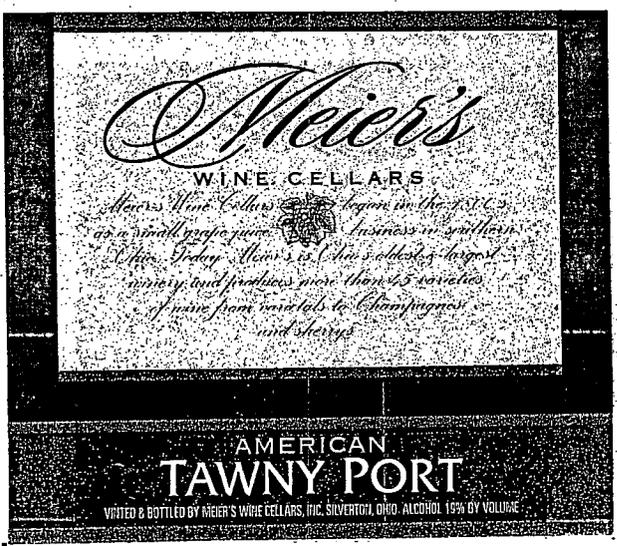
22. DATE ISSUED JUN 26 2003	23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <i>Michelle M. Sp...</i>
--------------------------------	--

FOR TT B USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 6 and 7)



PMTZ-002007

TTB ID: 03169-000-000110		<b>DEPARTMENT OF THE TREASURY</b> <b>ALCOHOL AND TOBACCO TAX AND TRADE BUREAU</b> <b>APPLICATION FOR AND CERTIFICATION/EXEMPTION</b> <b>OF LABEL/BOTTLE APPROVAL</b> <i>(See instructions and Paperwork Reduction Act Notice on Back)</i>	
1. REP. ID. NO. (If any)		<b>PART I - APPLICATION</b> 7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON THE LABEL (Required)	
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-OH-45		MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD ROAD SILVERTON OH 45236	
3. SERIAL NUMBER (Required)		4. TYPE OF PRODUCT (Required)	
YEAR: 0 3 - 0 0 1 4		<input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE	
5. BRAND NAME (Required) MEIER'S WINE CELLARS		7a. MAILING ADDRESS, IF DIFFERENT	
6. FANCIFUL NAME (If any) RUBY PORT			
8. EMAIL ADDRESS dblocksidge@paramountdistiller.com		9. FORMULA/SOP NO. (If any)	
10. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)		17. TYPE OF APPLICATION (Check applicable box(es))	
11. NET CONTENTS 750ML/1.5L		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation)	
12. ALCOHOL CONTENT 19%		c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)	
13. WINE APPELLATION (If on label) AMERICAN		d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID _____	
14. WINE VINTAGE DATE (If on label)		15. PHONE NUMBER (513) 891-2900	
		16. FAX NUMBER (513) 891-6370	
18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, cellophane, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. NET CONTENTS BLOWN INTO BOTTLE			

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 6/11/03	20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Donna M. Blocksidge</i>	21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT DONNA M. BLOCKSIDGE, Attorney-in-Fact
------------------------------------	--	--

**PART III - TTB CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

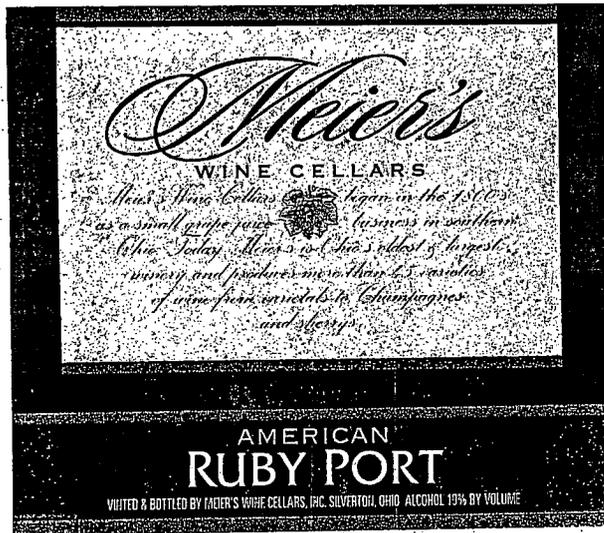
22. DATE ISSUED JUN 26 2003	23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <i>Donna M. SJC</i>
--------------------------------	---

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 6 and 7)



PMTZ-002008

TTB ID: 03169-000-000111		DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <b>APPLICATION FOR AND CERTIFICATION/EXEMPTION                  OF LABEL/BOTTLE APPROVAL</b> (See instructions and Paperwork Reduction Act Notice on Back)	
1. REP. ID. NO. (If any)		<b>PART I - APPLICATION</b>	
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-OH-45		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON THE LABEL (Required)  MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD ROAD SILVERTON OH 45236	
3. SERIAL NUMBER (Required) YEAR: 03 - 0015		4. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE	
5. BRAND NAME (Required) MEIER'S WINE CELLARS		7a. MAILING ADDRESS, IF DIFFERENT	
6. FANCIFUL NAME (If any)		8. EMAIL ADDRESS dblocksidge@paramountdistiller.com	
9. FORMULA/SOP NO. (If any)		10. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)	
11. NET CONTENTS 750ML/1.5L		12. ALCOHOL CONTENT 18%	
13. WINE APPELLATION (If on label) AMERICAN		17. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID	
14. WINE VINTAGE DATE (If on label)		15. PHONE NUMBER (513) 891-2900	
16. FAX NUMBER (513) 891-6370		18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. NET CONTENTS BLOWN INTO BOTTLE	

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 6/11/03	20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Donna M. Blocksidge</i>	21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT DONNA M. BLOCKSIDGE, Attorney-In-Fact
------------------------------------	--	--

**PART III - TTB CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

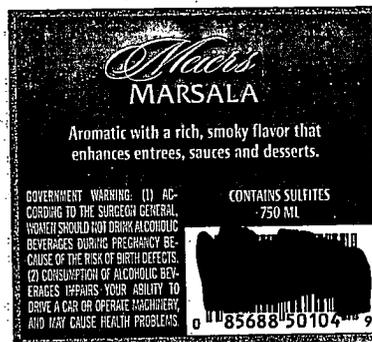
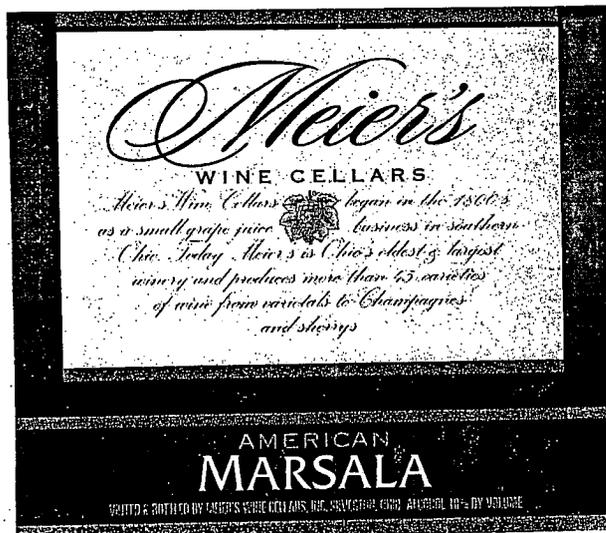
22. DATE ISSUED JUN 26 2003	23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <i>Richard M. Sjo</i>
--------------------------------	---

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 6 and 7)



PMTZ-002009

DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <b>APPLICATION FOR AND CERTIFICATION/EXEMPTION                  OF LABEL/BOTTLE APPROVAL</b> (See instructions and Paperwork Reduction Act Notice on Back)	
1. REP. ID. NO. (If any) 03169-000-000112	
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-OH-45	
3. SERIAL NUMBER (Required) YEAR: 03 - 0016	
4. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE	
5. BRAND NAME (Required) MEIER'S WINE CELLARS-No. 11	
6. FANCIFUL NAME (If any) COCKTAIL SHERRY	
7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON THE LABEL (Required) MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD ROAD SILVERTON OH 45236	
7a. MAILING ADDRESS, IF DIFFERENT	
8. EMAIL ADDRESS dblocksidge@paramountdistillers.com	
9. FORMULA/SOP NO. (If any)	
10. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)	
11. NET CONTENTS 750ML/1.5L	
12. ALCOHOL CONTENT 18%	
13. WINE APPELLATION (If on label) AMERICAN	
14. WINE VINTAGE DATE (If on label)	
15. PHONE NUMBER (513) 891-2900	
16. FAX NUMBER (513) 891-6370	
17. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID _____	
18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celloseals, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. NET CONTENTS BLOWN INTO BOTTLE	

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTb F 5100.31, Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 6/11/03	20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Donna M. Blocksidge</i>	21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT DONNA M. BLOCKSIDGE, Attorney-in-Fact
------------------------------------	--	--

**PART III - TTb CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

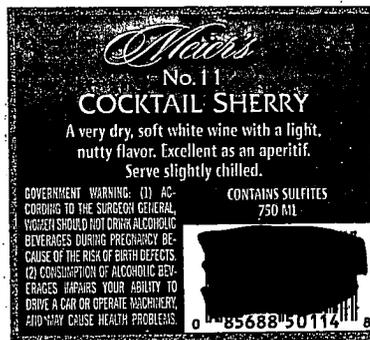
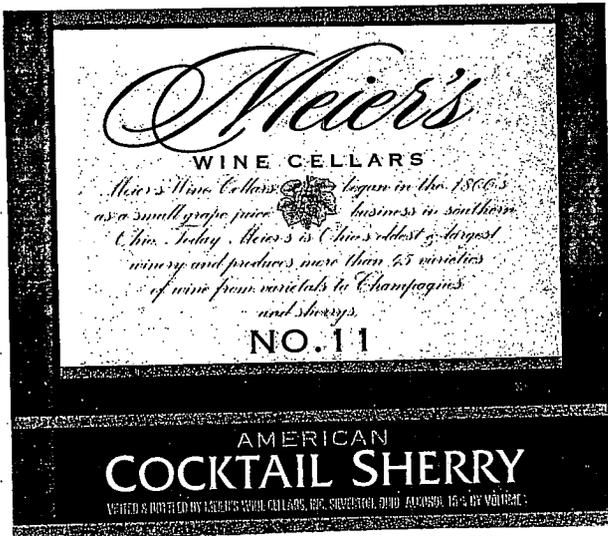
22. DATE ISSUED JUN 26 2003	23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <i>Paulina H. Syle</i>
--------------------------------	--

FOR TTb USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 6 and 7)



PMTZ-002010

03169-000-000113		DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <b>APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL</b> <i>(See instructions and Paperwork Reduction Act Notice on Back)</i>	
1. REP. ID. NO. (if any)		PART I - APPLICATION	
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-OH-45		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON THE LABEL (Required)	
3. SERIAL NUMBER (Required)		MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD ROAD SILVERTON OH 45236	
YEAR 0 3 - 0 0 1 7	4. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE		
5. BRAND NAME (Required) MEIER'S WINE CELLARS-No. 22		7a. MAILING ADDRESS, IF DIFFERENT	
6. FANCIFUL NAME (if any)			
8. EMAIL ADDRESS dblocksidge@paramountdistillers.com		9. FORMULA/SOP NO. (if any)	
10. LAB. NO. & DATE/RE-IMPORT NO. & DATE (if any)		17. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL <i>"For sale in _____ only". (Fill in State abbreviation)</i> c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL: TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ <i>(Fill in amount)</i> d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID _____	
11. NET CONTENTS 750ML/1.5L	12. ALCOHOL CONTENT 18%	13. WINE APPELLATION (if on label) AMERICAN	
14. WINE VINTAGE DATE (if on label)	15. PHONE NUMBER (513) 891-2900	16. FAX NUMBER (513) 891-6370	
18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. NET CONTENTS BLOWN INTO BOTTLE			

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 6/11/03	20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Donna M. Blocksidge</i>	21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT DONNA M. BLOCKSIDGE, Attorney-in-Fact
------------------------------------	--	--

**PART III - TTB CERTIFICATE**

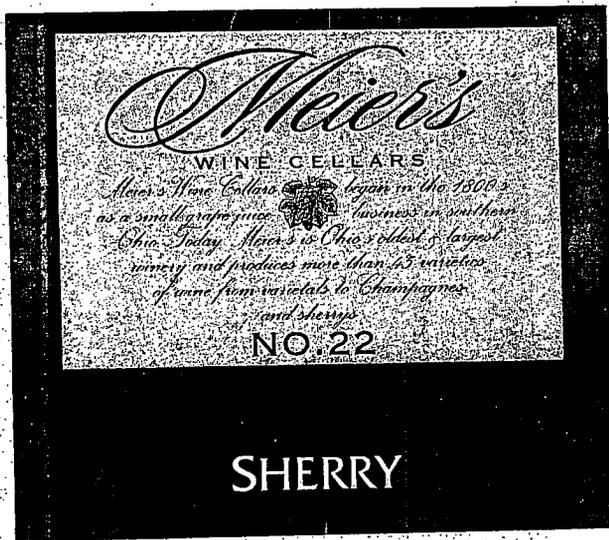
This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

22. DATE ISSUED JUN 26 2003	23. AUTHORIZED SIGNATURE <i>Donna M. Blocksidge</i>	FOR TTB USE ONLY
--------------------------------	--	------------------

QUALIFICATIONS

EXPIRATION DATE (if any)

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 6 and 7)



PMTZ-002011

<b>FOR ATF USE ONLY</b>			<b>DEPARTMENT OF THE TREASURY</b> ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <b>APPLICATION FOR AND</b> <b>CERTIFICATION/EXEMPTION OF LABEL/BOTTLE</b> <b>APPROVAL</b> (See Instructions and Paperwork Reduction Act Notice on Back)		
ATF ID 03346001000001					
1. REP. ID. NO. (If any)	CT 83	OR 09			

**PART I - APPLICATION**

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-OH-45		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required)  MEIER'S WINE CELLARS, MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD ROAD  SILVERTON OH 45236			
3. SERIAL NUMBER (Required) 030020	4. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE				
5. BRAND NAME (Required) MEIER'S WINE CELLARS		7a. MAILING ADDRESS, IF DIFFERENT			
6. FANCIFUL NAME (If any)		9. EMAIL ADDRESS DBLOCKSIDGE@PARAMOUNTDISTILLERS.COM		10. LAB. FORMULA/SOP NO. (If any)	17. TYPE OF APPLICATION (Check applicable box(es))
11. NET CONTENTS 750 MILLILITERS 1.5 LITERS		12. ALCOHOL CONTENT 11.5%	13. WINE APPELLATION IF ON LABEL	15. PHONE NUMBER (216) 671-6300	16. FAX NUMBER (216) 671-2299
14. WINE VINTAGE IF ON LABEL		17. TYPE OF APPLICATION (Check applicable box(es)) <input checked="" type="checkbox"/> a. CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> b. CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in state abbreviation.) <input type="checkbox"/> c. DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount) <input type="checkbox"/> d. RESUBMISSION AFTER REJECTION ATF ID. NO. _____			
18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celloseals, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. NET CONTENTS BLOWN INTO BOTTLE					

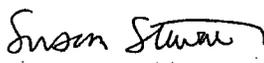
**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief, and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 12/12/2003	20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)	21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT DONNA BLOCKSIDGE
---------------------------------------	---	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

22. DATE ISSUED 12/24/2003	23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU 
-------------------------------	---

**FOR ATF USE ONLY**

QUALIFICATIONS  STATUS This application has been APPROVED.  CLASS/TYPE DESCRIPTION TABLE FRUIT WINE	EXPIRATION DATE (If any)
---	--------------------------

AFFIX COMPLETE SET OF LABELS BELOW  
 Image Type: Brand (front)  
 Actual Dimensions: 3.00 inches W X 4.50 inches H

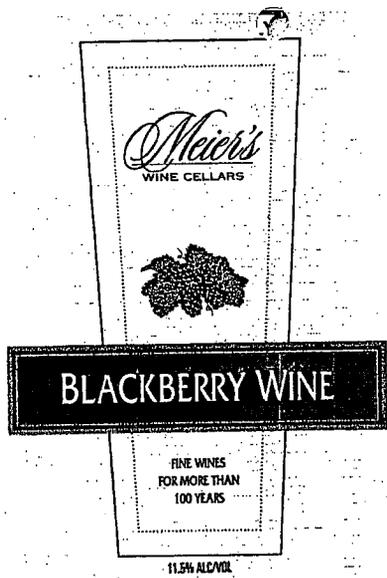
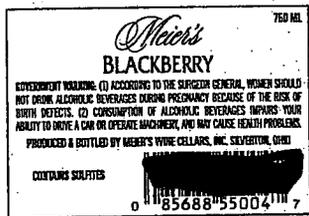


Image Type: Back  
Actual Dimensions: 2.75 inches W X 2.00 inches H



ATF F 5100.31 ( ) PREVIOUS EDITION IS OBSOLETE

PMTZ-002014

<b>FOR ATF USE ONLY</b>			<b>DEPARTMENT OF THE TREASURY</b> ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <b>APPLICATION FOR AND</b> <b>CERTIFICATION/EXEMPTION OF LABEL/BOTTLE</b> <b>APPROVAL</b> (See Instructions and Paperwork Reduction Act Notice on Back)
<b>ATF ID</b> 03346001000005			
<b>1. REP. ID. NO. (if any)</b>	<b>CT</b> 81	<b>OR</b> 09	

**PART I - APPLICATION**

<b>2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required)</b> BW-OH-45		<b>7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required)</b> MEIER'S WINE CELLARS, MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD ROAD SILVERTON OH 45236	
<b>3. SERIAL NUMBER (Required)</b> 030024	<b>4. TYPE OF PRODUCT (Required)</b> <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE		
<b>5. BRAND NAME (Required)</b> MEIER'S WINE CELLARS		<b>7a. MAILING ADDRESS, IF DIFFERENT</b>	
<b>6. FANCIFUL NAME (if any)</b>			
<b>8. EMAIL ADDRESS</b> DBLOCKSIDGE@PARAMOUNTDISTILLERS.COM		<b>9. FORMULA/SOP NO. (if any)</b>	<b>10. LAB. NO./DATE (if any)</b>
<b>11. NET CONTENTS</b> 750 MILLILITERS 1.5 LITERS		<b>12. ALCOHOL CONTENT</b> 12%	<b>13. WINE APPELLATION IF ON LABEL</b> AMERICAN
<b>14. WINE VINTAGE IF ON LABEL</b>		<b>15. PHONE NUMBER</b> (216) 671-6300	<b>16. FAX NUMBER</b> (216) 671-2299
<b>17. TYPE OF APPLICATION (Check applicable box(es))</b> a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION ATF ID. NO. _____			
<b>18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celloseals, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.</b> NET CONTENTS BLOWN INTO BOTTLE			

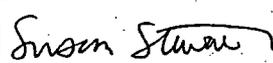
**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief, and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

<b>19. DATE OF APPLICATION</b> 12/12/2003	<b>20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT</b> (Application was e-filed)	<b>21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT</b> DONNA BLOCKSIDGE
--	--	--

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

<b>22. DATE ISSUED</b> 12/29/2003	<b>23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU</b> 
--------------------------------------	--

<b>FOR ATF USE ONLY</b>	
<b>QUALIFICATIONS</b>  <b>STATUS</b> This application has been APPROVED.	<b>EXPIRATION DATE (if any)</b>
<b>CLASS/TYPE DESCRIPTION</b> TABLE WHITE WINE	

AFFIX COMPLETE SET OF LABELS BELOW  
 Image Type: Brand (front)  
 Actual Dimensions: 3.00 inches W X 4.50 inches H

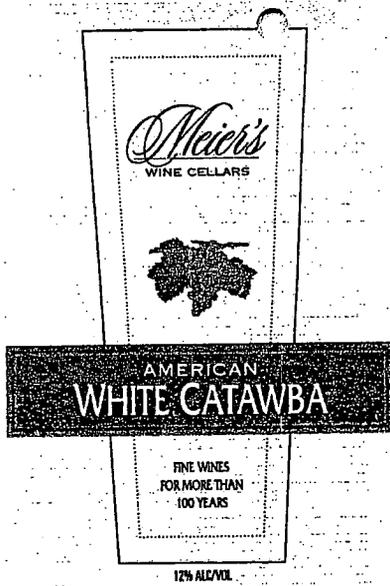
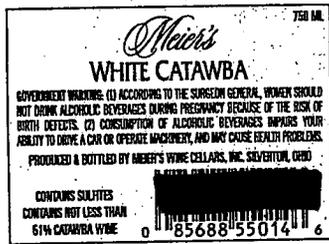


Image Type: Back  
Actual Dimensions: 2.75 Inches W X 2.00 Inches H



ATF F 5100.31 ( ) PREVIOUS EDITION IS OBSOLETE

PMTZ-002022

<b>FOR ATF USE ONLY</b>		<b>DEPARTMENT OF THE TREASURY</b> ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <b>APPLICATION FOR AND</b> <b>CERTIFICATION/EXEMPTION OF LABEL/BOTTLE</b> <b>APPROVAL</b> (See Instructions and Paperwork Reduction Act Notice on Back)	
ATF ID 03346001000015			
1. REP. ID. NO. (If any)	CT OR 80 00		

**PART I - APPLICATION**

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-OH-45		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required) MEIER'S WINE CELLARS, MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD ROAD SILVERTON OH 45236	
3. SERIAL NUMBER (Required) 030032	4. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE	5. BRAND NAME (Required) MEIER'S WINE CELLARS	7a. MAILING ADDRESS, IF DIFFERENT
6. FANCIFUL NAME (If any)	8. EMAIL ADDRESS DBLOCKSIDGE@PARAMOUNTDISTILLERS.COM	9. FORMULA/SOP NO. (If any)	10. LAB. NO./DATE (If any)
11. NET CONTENTS 750 MILLILITERS 1.5 LITERS	12. ALCOHOL CONTENT 11%	13. WINE APPELLATION IF ON LABEL AMERICAN	17. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION ATF ID. NO. _____
14. WINE VINTAGE IF ON LABEL	15. PHONE NUMBER (216) 671-6300	16. FAX NUMBER (216) 671-2299	

18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, caloseals, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.  
NET CONTENTS BLOWN INTO BOTTLE

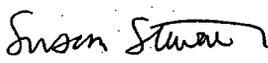
**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief, and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 12/12/2003	20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)	21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT DONNA BLOCKSIDGE
---------------------------------------	---	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the Instructions portion of this form.

22. DATE ISSUED 12/29/2003	23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU 
-------------------------------	---

**FOR ATF USE ONLY**

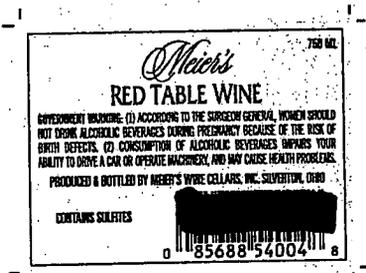
QUALIFICATIONS  STATUS This application has been APPROVED.  CLASS/TYPE DESCRIPTION TABLE RED AND ROSE WINE	EXPIRATION DATE (If any)
--	--------------------------

AFFIX COMPLETE SET OF LABELS BELOW  
 Image Type: Brand (front)  
 Actual Dimensions: 3.00 inches W X 4.50 inches H

PMTZ-002037



Image Type: Back  
Actual Dimensions: 2.75 Inches W X 2.00 Inches H



ATF F 5100.31 ( ) PREVIOUS EDITION IS OBSOLETE

PMTZ-002038

ID 03056-000-000019			DEPARTMENT OF THE TREASURY BUREAU OF ALCOHOL, TOBACCO AND FIREARMS APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL <i>(See Instructions and Paperwork Reduction Act Notice on Back)</i>		
CT 86	OR CA	AP	1008		

**PART I - APPLICATION**

1. VENDOR CODE (Required) 0 5 6 8 8		2. SERIAL NUMBER (Required) YEAR 0 3 - 0 0 0 5		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required)  MEIER'S WINE CELLARS, INC 6955 PLAINFIELD ROAD CINCINNATI OH 45236	
3. BRAND NAME (Required) Meier's				7a. MAILING ADDRESS, IF DIFFERENT	
4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable) Dry Vermouth					
5. FANCIFUL NAME (If any)					
6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required) BW-OH-45 OH8-W-95					
8. FORMULA NO. (If any) 145	9. LAB. NO./DATE	10. NET CONTENTS 1.5L/750ML	11. PHONE NUMBER (513) 891-2900	16. TYPE OF APPLICATION (Check applicable box) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in only" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)	
12. AGE (Distilled Spirits)	13. ALCOHOL CONTENT 18%	14. VINTAGE (Wine products only, if stated on label)	15. FAX NUMBER (513) 891-6370		

17. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) EMBOSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

NET CONTENTS BLOWN INTO BOTTLE

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief, and that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION 2/17/03	19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Donna M. Blocksidge</i>	20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT Donna M. Blocksidge, Attorney-in-Fact
------------------------------------	--	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.

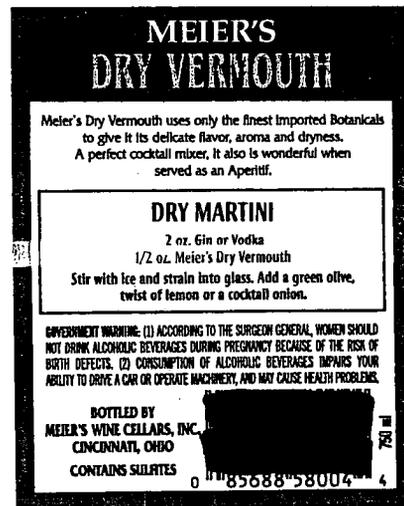
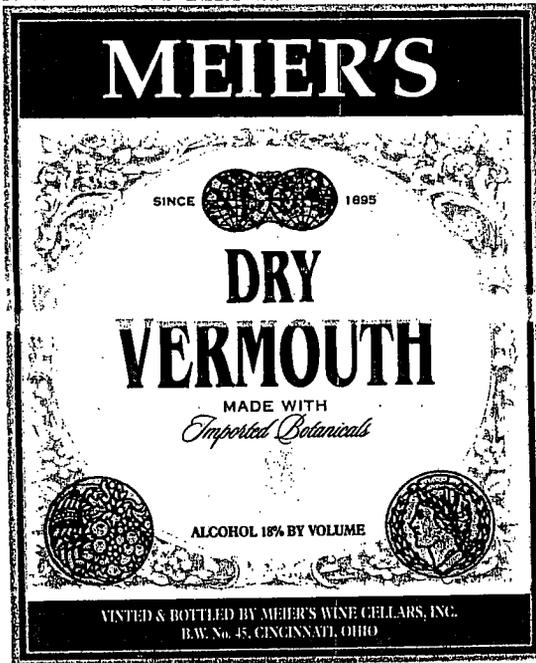
21. DATE ISSUED MAR 06 2003	22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>[Signature]</i>
--------------------------------	---

FOR ATF USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW



PMTZ-001932

<b>FOR ATF USE ONLY</b>			DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <b>APPLICATION FOR AND                  CERTIFICATION/EXEMPTION OF LABEL/BOTTLE                  APPROVAL</b> (See Instructions and Paperwork Reduction Act Notice on Back)
ATF ID 03346001000009			
1. REP. ID. NO. (If any)	CT 80	OR 00	

**PART I - APPLICATION**

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BW-OH-45		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required)  MEIER'S WINE CELLARS, MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD ROAD SILVERTON OH 45236	
3. SERIAL NUMBER (Required) 030028	4. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE		
5. BRAND NAME (Required) MEIER'S WINE CELLARS		7a. MAILING ADDRESS, IF DIFFERENT	
6. FANCIFUL NAME (If any)			
8. EMAIL ADDRESS DBLOCKSIDGE@PARAMOUNTDISTILLERS.COM		9. FORMULA/SOP NO. (If any)	10. LAB. NO./DATE (If any)
11. NET CONTENTS 750 MILLILITERS 1.5 LITERS		12. ALCOHOL CONTENT 11.5%	13. WINE APPELLATION IF ON LABEL AMERICAN
14. WINE VINTAGE IF ON LABEL		15. PHONE NUMBER (216) 671-6300	16. FAX NUMBER (216) 671-2299
17. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION ATF ID. NO. _____			
18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celloseals, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., net contents etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. NET CONTENTS BLOWN INTO BOTTLE			

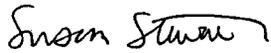
**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

19. DATE OF APPLICATION 12/12/2003	20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)	21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT DONNA BLOCKSIDGE
---------------------------------------	---	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

22. DATE ISSUED 12/29/2003	23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU 
-------------------------------	---

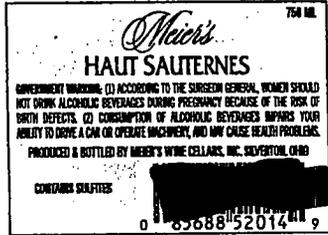
<b>FOR ATF USE ONLY</b>	
QUALIFICATIONS  STATUS This application has been APPROVED.  CLASS/TYPE DESCRIPTION TABLE RED AND ROSE WINE	EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW  
 Image Type: Brand (front)  
 Actual Dimensions: 3.00 inches W X 4.50 inches H

*Haut Santerne*



Image Type: Back  
Actual Dimensions: 2.75 inches W X 2.00 inches H



ATF F 5100.31 ( ) PREVIOUS EDITION IS OBSOLETE

PMTZ-001935

EXHIBIT C

ID	02122-000-000015		
CT	81	OR	00 AP

**DEPARTMENT OF THE TREASURY**  
**BUREAU OF ALCOHOL, TOBACCO AND FIREARMS**  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF**  
**LABEL/BOTTLE APPROVAL**

*(See Instructions and Paperwork Reduction Act Notice on Back)*

**PART I - APPLICATION**

1. VENDOR CODE (Required)		2. SERIAL NUMBER (Required)		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required)	
0	0	5	6	8	8
3. BRAND NAME (Required)		YEAR		0 2 - 0 0 0 1	
Meier's Lakeside Vines - Bianco				MEIER'S WINE CELLARS INC.	
4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable)		6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required)		6955 PLAINFIELD ROAD	
White Wine		BW-OH-45 OH8-W-95		CINCINNATI, OH 45236	
5. FANCIFUL NAME (If any)				7a. MAILING ADDRESS, IF DIFFERENT	
8. FORMULA NO. (If any)	9. LAB. NO./DATE	10. NET CONTENTS	11. PHONE NUMBER	16. TYPE OF APPLICATION (Check applicable box)	
		1.5L/750ml	513 891-2900	<input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL For sale in _____ only* (Fill in State abbreviation) <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)	
12. AGE (Distilled Spirits)	13. ALCOHOL CONTENT	14. VINTAGE (Wine products only, if stated on label)	15. FAX NUMBER		
	7.7%		513 891-6370		
17. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, cellophane, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) EMBOSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.					
Net contents blown into bottle					

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION	19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT
4/25/02	<i>Donna M. Blocksidge</i>	Donna M. Blocksidge, Attorney-in-Fact

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.

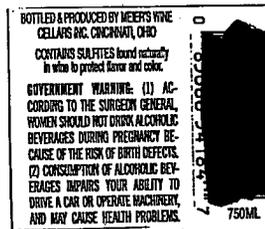
21. DATE ISSUED	22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
MAY 6 2002	<i>[Signature]</i>

**FOR ATF USE ONLY**

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE



**EXHIBIT C**  
Memorandum in Support of  
Motion for Summary Judgment

PMTZ-002004

REFRESHING SEMI-DRY AMERICAN WHITE WINE  
Alcohol 7.7% By Volume

ATF F 5100.31 (4-98) PREVIOUS EDITIONS ARE OBSOLETE

1254

ID 02122-000-000016

CT SO OR OO AP

DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF  
LABEL/BOTTLE APPROVAL

(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

1. VENDOR CODE (Required) 2. SERIAL NUMBER (Required) 7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required)

0 0 5 6 8 8 | YEAR 0 2 - 0 0 0 2

3. BRAND NAME (Required)  
Meier's Lakeside Vines - Rubio

4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable)  
Red Wine

5. FANCIFUL NAME (If any)

6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required)  
BW-OH-45 OH8-W-95

7a. MAILING ADDRESS, IF DIFFERENT  
MEIER'S WINE CELLARS INC.  
6955 PLAINFIELD ROAD  
CINCINNATI, OH 45236

8. FORMULA NO. (If any) 9. LAB. NO./DATE 10. NET CONTENTS 11. PHONE NUMBER 18. TYPE OF APPLICATION (Check applicable box)

1.5L/750ml (513) 891-2900

12. AGE (Distilled Spirits) 13. ALCOHOL CONTENT 14. VINTAGE (Wine products only, if stated on label) 15. FAX NUMBER

7.7%

(513) 891-6370

18. TYPE OF APPLICATION (Check applicable box)  
a.  CERTIFICATE OF LABEL APPROVAL  
b.  CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in only" (Fill in State abbreviation)  
c.  DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)

17. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celloseals, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) EMBOSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

Net contents blown into bottle

PART II - APPLICANT'S CERTIFICATION

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION 19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT 20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT

4/25/02 *Donna M. Blocksidge* Donna M. Blocksidge, Attorney-in-Fact

PART III - ATF CERTIFICATE

This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.

21. DATE ISSUED 22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS

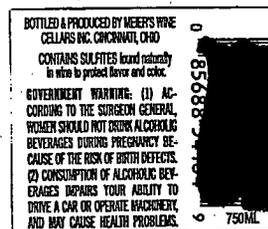
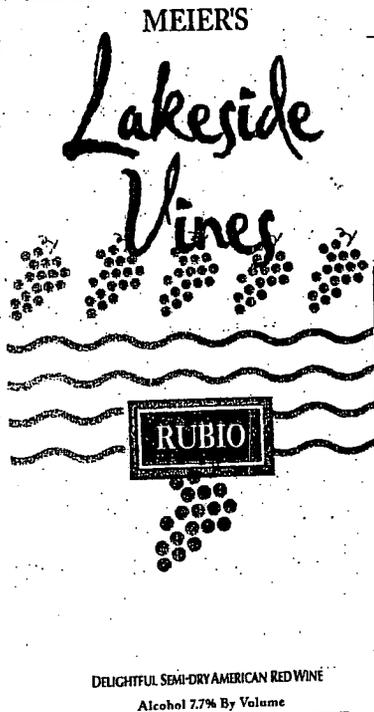
MAY 5 2002 *[Signature]*

FOR ATF USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX C



PMTZ-002005

1234

02122-000-000017

ID \_\_\_\_\_

CT 80 OR 00 AP \_\_\_\_\_

DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF  
LABEL/BOTTLE APPROVAL

(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

1. VENDOR CODE (Required) 2. SERIAL NUMBER (Required)

0	0	5	6	8	8	YEAR	0	2	-	0	0	0	3
---	---	---	---	---	---	------	---	---	---	---	---	---	---

3. BRAND NAME (Required)  
Meier's Lakeside Vines - Rosato

4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable)  
Blush Wine

5. FANCIFUL NAME (If any)

6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required)  
BW-OH-45 OH8-W-95

7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required)  
MEIER'S WINE CELLARS INC.  
6955 PLAINFIELD ROAD  
CINCINNATI, OH 45236

7a. MAILING ADDRESS, IF DIFFERENT

8. FORMULA NO. (If any) 9. LAB. NO./DATE 10. NET CONTENTS 11. PHONE NUMBER 16. TYPE OF APPLICATION (Check applicable box)

1.5L/750ml (513) 891-2900

12. AGE (Distilled Spirits) 13. ALCOHOL CONTENT 14. VINTAGE (Wine products only, if stated on label) 15. FAX NUMBER

7.7% (513) 891-6370

16. TYPE OF APPLICATION (Check applicable box)  
 a. CERTIFICATE OF LABEL APPROVAL  
 b. CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in \_\_\_\_\_ only" (Fill in State abbreviation)  
 c. DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)

17. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) EMBOSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.  
 Net contents blown into bottle

PART II - APPLICANT'S CERTIFICATION

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION 19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT 20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT

4/25/02 *Donna M. Blocksidge* Donna M. Blocksidge, Attorney-in-Fact

PART III - ATF CERTIFICATE

This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.

21. DATE ISSUED 22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS

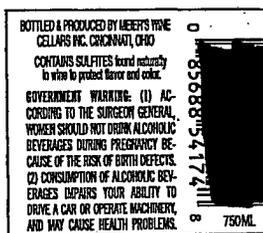
MAY 6 2002 *[Signature]*

FOR ATF USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX C



PMTZ-002006

EXHIBIT D

OMB No. 1512-0092 (03/31/2001)

ID 01009-000-000053	<b>DEPARTMENT OF THE TREASURY</b> <b>BUREAU OF ALCOHOL, TOBACCO AND FIREARMS</b> <b>APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL</b> <small>(See Instructions and Paperwork Reduction Act Notice on Back)</small>
CT <u>80</u> OR <u>00</u> AP	<u>1008</u>

**PART I - APPLICATION**

1. VENDOR CODE (Required) 0 0 5 6 8 8		2. SERIAL NUMBER (Required) YEAR: 0 1 - 0 0 0 1		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required) MEIER'S WINE CELLARS INC. 6955 PLAINFIELD PIKE SILVERTON, OH 45236	
3. BRAND NAME (Required) Meier's				7a. MAILING ADDRESS, IF DIFFERENT	
4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable) White Zinfandel					
5. FANCIFUL NAME (If any)					
6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required) BW-OH-45 OH8-W-95					
8. FORMULA NO. (If any)		9. LAB. NO./DATE		10. NET CONTENTS 1.5L/750ml	
12. AGE (Distilled Spirits)		13. ALCOHOL CONTENT 11%		14. VINTAGE (Wine products only, if stated on label)	
				11. PHONE NUMBER (513) 891-2900	
				15. FAX NUMBER (513) 891-6370	
16. TYPE OF APPLICATION (Check applicable box) <input type="checkbox"/> CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL <small>For sale in only (fill in State abbreviation)</small> <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE <small>(fill in amount)</small>					
17. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) EMBOSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. Net contents blown into bottle					

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied; I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION 1/05/01	19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT Danna M. Blocksidge, Attorney-in-Fact
------------------------------------	--	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.

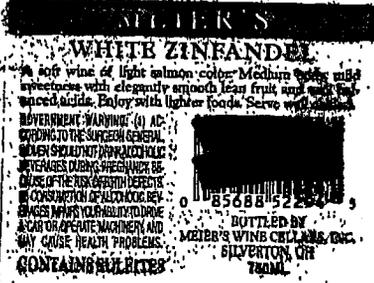
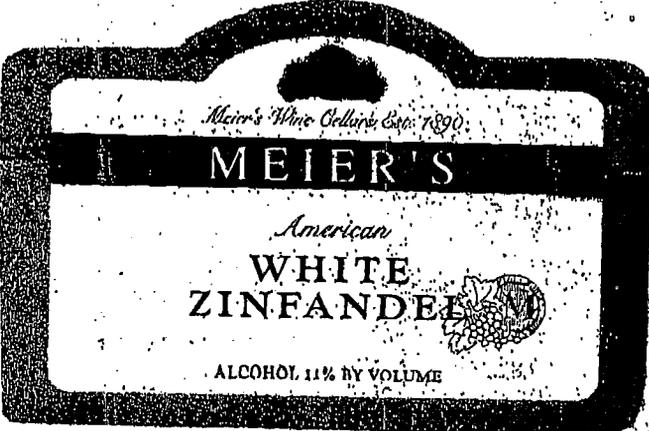
21. DATE ISSUED JAN 12 2001	22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Dana M. Blocksidge</i>
--------------------------------	--

FOR ATF USE ONLY

QUALIFICATIONS

EXPIRATION DATE (if any)

AFFIX COMPLETE SET OF LABELS BELOW



**EXHIBIT D**  
Memorandum in Support of  
Motion for Summary Judgment

PMTZ-001995

ID [REDACTED]  
 01157-000-000032  
 CT 82 OR 09 AP

DEPARTMENT OF THE TREASURY  
 BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**

(See Instructions and Paperwork Reduction Act Notice on Back) 1008

**PART I - APPLICATION**

1. VENDOR CODE (Required) 005688		2. SERIAL NUMBER (Required) YEAR 01 - 0006		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required) MEIER'S WINE CELLARS INC. 6955 PLAINFIELD PIKE CINCINNATI, OH 45236	
3. BRAND NAME (Required) Meier's		4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable) Spumante - Other than Standard Wine		7a. MAILING ADDRESS, IF DIFFERENT	
5. FANCIFUL NAME (If any) Raspberry Spumante		6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required) BW-OH-45 OH8-W-95			
8. FORMULA NO. (If any) 167	9. LAB. NO./DATE	10. NET CONTENTS 1.5L/750ml	11. PHONE NUMBER (513) 891-2900	16. TYPE OF APPLICATION (Check applicable box) <input checked="" type="checkbox"/> a. CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> b. CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL For sale in only* (Fill in State abbreviation) <input type="checkbox"/> c. DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)	
12. AGE (Distilled Spirits)	13. ALCOHOL CONTENT 7.5%	14. VINTAGE (Wine products only, if stated on label)	15. FAX NUMBER (513) 891-6370		

17. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) EMBOSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.  
 Net contents blown into bottle

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION 6/1/01	19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Alma M. Blocksidge</i>	20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT Donna M. Blocksidge, Attorney-in-Fact
-----------------------------------	---	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.

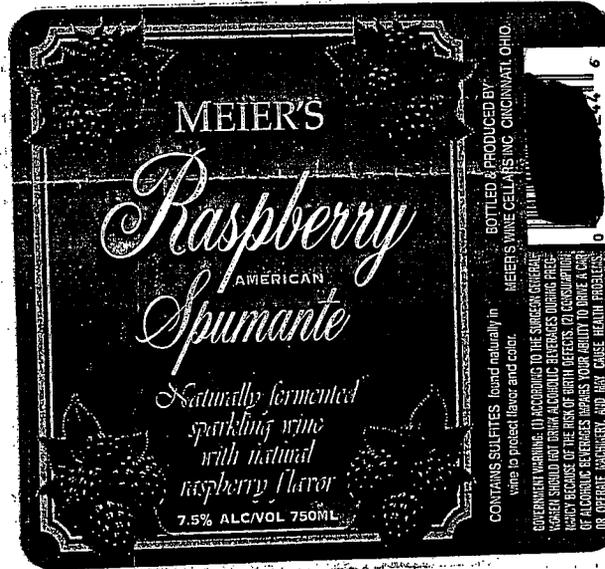
21. DATE ISSUED JUN 11 2001	22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Alma M. Lulak</i>
--------------------------------	---

FOR ATF USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW



ID [REDACTED]  
 CT 8000 AP

DEPARTMENT OF THE TREASURY  
 BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back) 1008

**PART I - APPLICATION**

1. VENDOR CODE (Required) 005688		2. SERIAL NUMBER (Required) YEAR 01-0014		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required) MEIER'S WINE CELLARS INC. 6955 PLAINFIELD ROAD CINCINNATI, OH 45236	
3. BRAND NAME (Required) Meier's Lakeside Vines - Rubio				7a. MAILING ADDRESS, IF DIFFERENT	
4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable) Red Wine					
5. FANCIFUL NAME (If any)					
6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required) BW-OH-45 OH8-W-95					
8. FORMULA NO. (If any)	9. LAB. NO./DATE	10. NET CONTENTS 1.5L/750ml	11. PHONE NUMBER (513) 891-2900	16. TYPE OF APPLICATION (Check applicable box) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL. For sale in only (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)	
12. AGE (Distilled Spirits)	13. ALCOHOL CONTENT 7.7%	14. VINTAGE (Wine products only, if stated on label)	15. FAX NUMBER (513) 891-6370		
17. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, cellophane, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) EMBOSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS. Net contents blown into bottle					

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION 7/31/01	19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Donna M. Blocksidge</i>	20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT Donna M. Blocksidge, Attorney-in-Fact
------------------------------------	--	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.

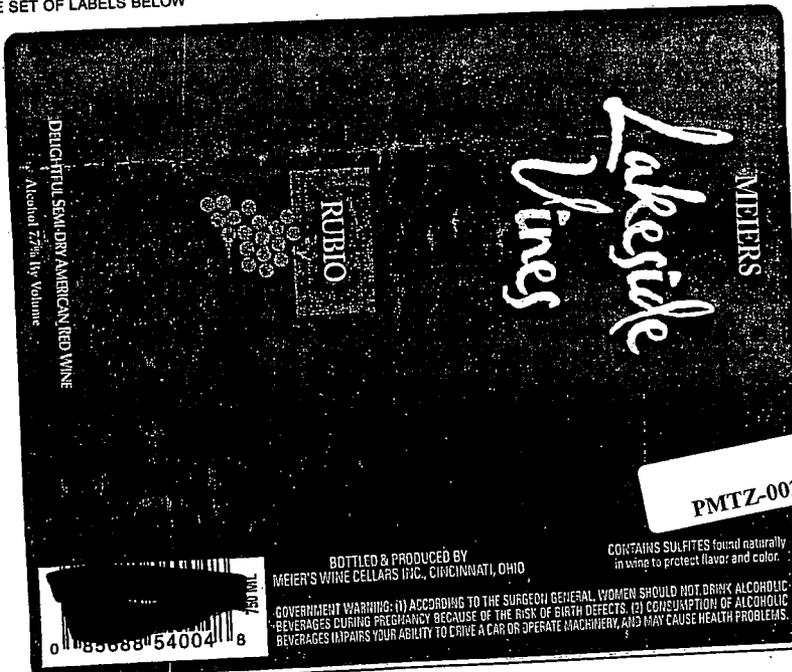
21. DATE ISSUED AUG 07 2001	22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Donna M. Blocksidge</i>
--------------------------------	---

FOR ATF USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW



ID XXXXXXXXXX  
 01214-000-000015

CT 80 OR 00 AP

DEPARTMENT OF THE TREASURY  
 BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**

(See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

1. VENDOR CODE (Required)		2. SERIAL NUMBER (Required)		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required)	
005688		YEAR 01-0015		MEIER'S WINE CELLARS INC. 6955 PLAINFIELD ROAD CINCINNATI, OH 45236	
3. BRAND NAME (Required) Meier's Lakeside Vines - Rosato					
4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable) Blush Wine					
5. FANCIFUL NAME (If any)					
6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required) BW-OH-45 OH8-W-95					
8. FORMULA NO. (If any)		9. LAB. NO./DATE		10. NET CONTENTS	
				1.5L/750ml	
12. AGE (Distilled Spirits)		13. ALCOHOL CONTENT		14. VINTAGE (Wine products only, if stated on label)	
		7.7%			
11. PHONE NUMBER		15. FAX NUMBER		16. TYPE OF APPLICATION (Check applicable box)	
(513) 891-2900		(513) 891-6370		<input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation) <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)	

17. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, cellophane, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) EMBOSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

Net contents blown into bottle

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION 7/31/01	19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Donna M. Blocksidge</i>	20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT Donna M. Blocksidge, Attorney-in-Fact
------------------------------------	--	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.

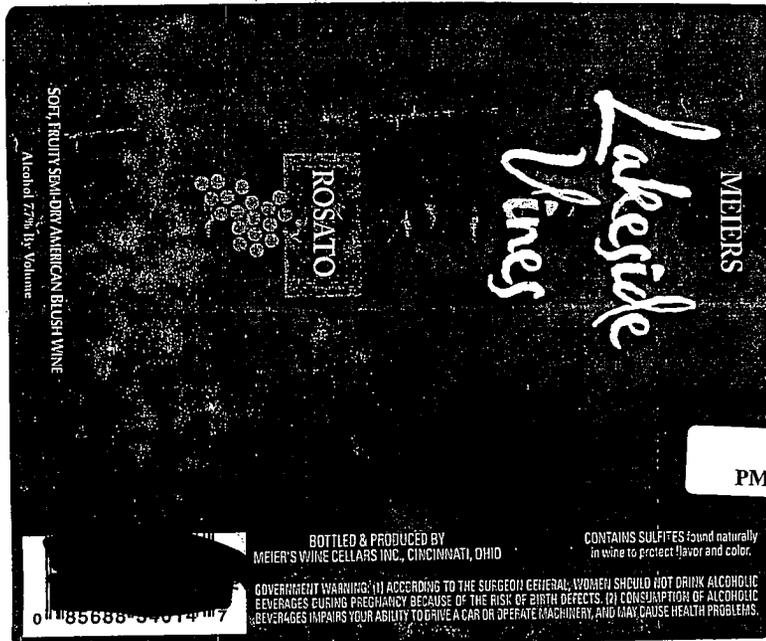
21. DATE ISSUED AUG 07 2001	22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Donna M. Salsed</i>
--------------------------------	---

FOR ATF USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW



PMTZ-002002

ID 01226-000-000033  
 CT 84 OR 00 AP

DEPARTMENT OF THE TREASURY  
 BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
 APPLICATION FOR AND CERTIFICATION/EXEMPTION OF  
 LABEL/BOTTLE APPROVAL

(See Instructions and Paperwork Reduction Act Notice on Back) 1008

PART I - APPLICATION

1. VENDOR CODE (Required) 2. SERIAL NUMBER (Required)  
 0 0 5 6 8 8 0 1 - 0 0 1 6

3. BRAND NAME (Required)  
 Meier's

4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable)  
 Spumante

5. FANCIFUL NAME (If any)

6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required)  
 BW-OH-45 OH8-W-95

7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required)  
 MEIER'S WINE CELLARS INC.  
 6955 PLAINFIELD ROAD  
 CINCINNATI, OH 45236

7a. MAILING ADDRESS, IF DIFFERENT

8. FORMULA NO. (If any) 9. LAB. NO./DATE 10. NET CONTENTS 11. PHONE NUMBER 16. TYPE OF APPLICATION (Check applicable box)  
 1.5L/750ml (513) 891-2900  CERTIFICATE OF LABEL APPROVAL  
 12. AGE (Distilled Spirits) 13. ALCOHOL CONTENT 14. VINTAGE (Wine products only, if stated on label) 15. FAX NUMBER (513) 891-6370  CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in only" (Fill in State abbreviation)  
 7.5%  DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)

17. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) EMBOSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.  
 Net contents blown into bottle

PART II - APPLICANT'S CERTIFICATION

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION 19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT 20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT  
 8/10/01 *Donna M. Blocksidge* Donna M. Blocksidge, Attorney-in-Fact

PART III - ATF CERTIFICATE

This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.

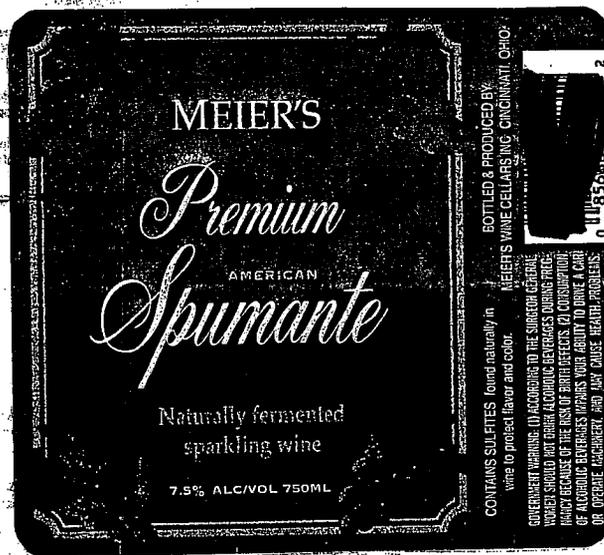
21. DATE ISSUED 22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
 AUG 17 2001 *James J. Lane*

FOR ATF USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW



PMTZ-002003

ID	01226-000-000033		
CT	BY	OR	AP

**DEPARTMENT OF THE TREASURY**  
**BUREAU OF ALCOHOL, TOBACCO AND FIREARMS**  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF**  
**LABEL/BOTTLE APPROVAL**

*(See Instructions and Paperwork Reduction Act Notice on Back)* 1008

**PART I - APPLICATION**

1. VENDOR CODE (Required)		2. SERIAL NUMBER (Required)		7. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE (Required)	
0	0	5	6	8	8
3. BRAND NAME (Required)		YEAR		7a. MAILING ADDRESS, IF DIFFERENT	
Meier's		01-0016		MEIER'S WINE CELLARS INC. 6955 PLAINFIELD ROAD CINCINNATI, OH 45236	
4. CLASS AND TYPE (Required) (Includes wine varietal designation, if applicable)		6. PLANT REGISTRY/BASIC PERMIT NO./BREWER'S NO. (Required)			
Spumante		BW-OH-45 OH8-W-95			
5. FANCIFUL NAME (If any)		8. FORMULA NO. (If any)		10. NET CONTENTS	
				1.5L/750ml	
		9. LAB. NO./DATE		11. PHONE NUMBER	
				(513) 891-2900	
		13. ALCOHOL CONTENT		15. FAX NUMBER	
		7.5%		(513) 891-6370	
		14. VINTAGE (Wine products only, if stated on label)		16. TYPE OF APPLICATION (Check applicable box)	
				<input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation) <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE (Fill in amount)	
17. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, cellophane, corks, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) EMBOSSED ON THE CONTAINER. THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.					
Net contents blown into bottle					

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare: that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which appear on the reverse of an original ATF F 5100.31, Certificate/Exemption of Label/Bottle Approval.

18. DATE OF APPLICATION	19. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	20. TYPE NAME OF APPLICANT OR AUTHORIZED AGENT
8/10/01	<i>Donna M. Blocksidge</i>	Donna M. Blocksidge, Attorney-in-Fact

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form.

21. DATE ISSUED	22. AUTHORIZED SIGNATURE, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
AUG 17 2001	<i>[Signature]</i>

FOR ATF USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW



PMTZ-001931

EXHIBIT E

**DEPARTMENT OF THE TREASURY**  
**BUREAU OF ALCOHOL, TOBACCO AND FIREARMS**  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

FOR ATF USE ONLY		PART I - APPLICATION	
ID		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
CT: 8051	97112 000 000129	MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD PIKE SILVERTON, OHIO 45236 B.W. 45	
1. VENDOR CODE (Required) 5688	2. SERIAL NO. (Required) 97-001	TPWBH-04-17	
5. BRAND NAME (Required) Meier's		4. TYPE OF APPLICATION (Check Applicable Box)	
6. CLASS AND TYPE (Required) Merlot - Red Table Wine		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
7. FANCIFUL NAME (If Any)		b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
8. VINTAGE (Wine Only) 1995	9. AGE (Distilled)	c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, cellophane, etc.) NET CONTENTS BLOWN INTO BOTTLE			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b, and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION 3/19/97	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Anna M. Burkhardt</i> Attorney-in-Fact
------------------------------------	---

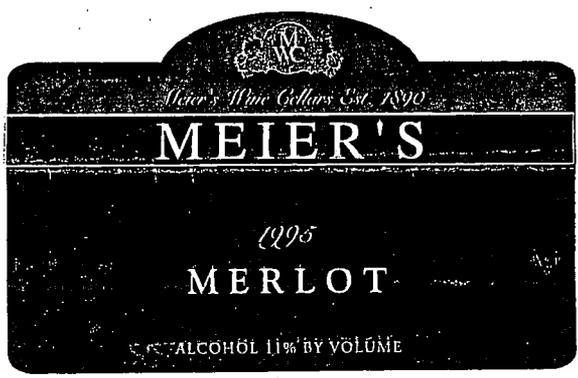
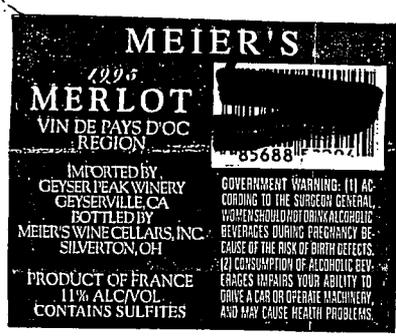
**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED APR 28 1997	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>John D. ...</i>
--------------------------------	--

QUALIFICATIONS	FOR ATF USE ONLY	TERMINATION DATE (If Any)

AFFIX COMPLETE SET OF LABELS BELOW  
 FRONT BACK



**EXHIBIT E**  
 Memorandum in Support of  
 Motion for Summary Judgment

PMTZ-001988

**DEPARTMENT OF THE TREASURY**  
**BUREAU OF ALCOHOL, TOBACCO AND FIREARMS**  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**

(See Instructions and Paperwork Reduction Act Notice on Back)

1108

PART I - APPLICATION	
3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT  MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD PIKE SILVERTON, OHIO 45236 B.W. 45	
ID  97157 000 000119 CT <u>8100</u> OR <u>09</u> AP	1. VENDOR CODE (Required) <u>5688</u> 2. SERIAL NO. (Required) <u>97-002</u>
5. BRAND NAME (Required) <u>Meier's</u> 6. CLASS AND TYPE (Required) <u>Niagara</u>	
7. FANCIFUL NAME (If Any)	
8. VINTAGE (Wine Only)	9. AGE (Distilled)
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)  NET CONTENTS BLOWN INTO BOTTLE	
4. TYPE OF APPLICATION (Check Applicable Box)	
a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION <u>6/5/97</u>	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Alvin P. ...</i> Attorney-in-Fact
--	--

**PART III - ATF CERTIFICATE**

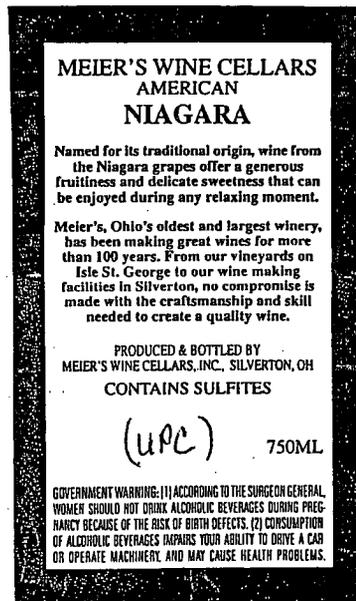
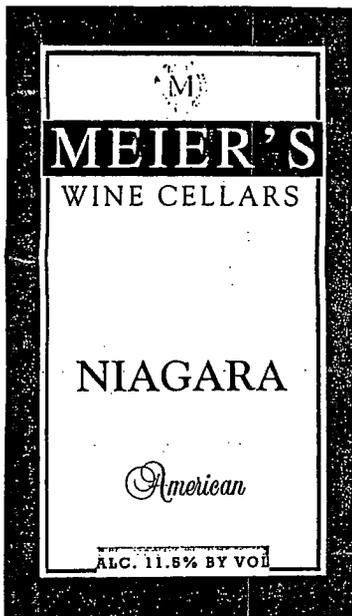
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED <u>JUN 24 1997</u>	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>John W. Meyer</i>
---------------------------------------	--

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)
<p align="center">LABEL MUST APPEAR ON THE FRONT OF CONTAINER</p>	

AFFIX COMPLETE SET OF LABELS BELOW



**DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**

1108

(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION			
ID	97157	000	000120
CT	8100	OR 09	AP
1. VENDOR CODE (Required)		2. SERIAL NO. (Required)	
5688		97-003	
5. BRAND NAME (Required)			
Meier's			
6. CLASS AND TYPE (Required)			
Chablis			
7. FANCIFUL NAME (If Any)			
4. TYPE OF APPLICATION (Check Applicable Box)			
a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL			
b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" <small>(Fill in State abbreviation)</small>			
c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ <small>(Fill in amount)</small>			
8. VINTAGE (Wine Only)		9. AGE (Distilled)	
10. FORMULA NO. (If Any)		11. LAB. ANALYSIS NO.	
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)			
NET CONTENTS BLOWN INTO BOTTLE			

3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT  
  
MEIER'S WINE CELLARS, INC.  
6955 PLAINFIELD PIKE  
SILVERTON, OHIO 45236                      B.W. 45

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION 6/5/97	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Anna M. Prochaska</i> Attorney-in-Fact
-----------------------------------	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

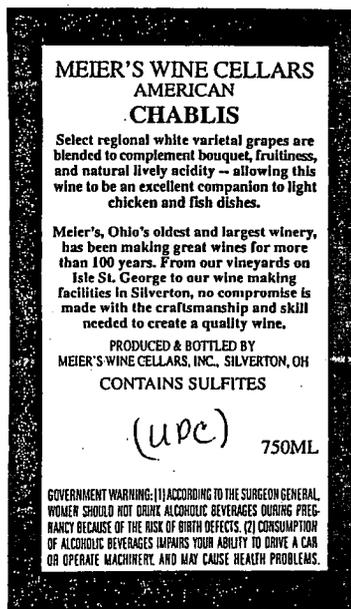
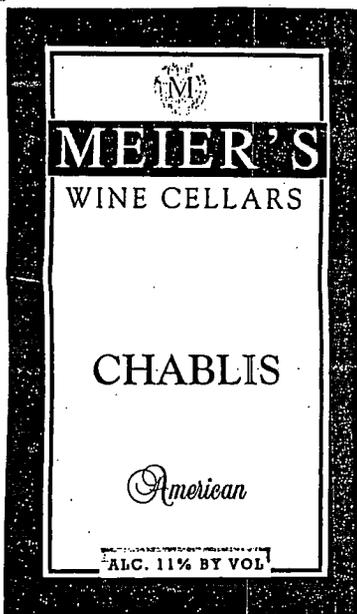
15. DATE ISSUED JUN 24 1997	SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>James W. Magaw</i>
--------------------------------	---

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)

REL MUST BE FRONT

AFFIX COMPLETE SET OF LABELS BELOW



**DEPARTMENT OF THE TREASURY**  
**BUREAU OF ALCOHOL, TOBACCO AND FIREARMS**  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**

(See Instructions and Paperwork Reduction Act Notice on Back)

108

PART I - APPLICATION			
ID  000 000122 CT <u>8000</u> OR <u>89</u> AP		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD PIKE SILVERTON, OHIO 45236 B.W. 45	
1. VENDOR CODE (Required) <u>5688</u>	2. SERIAL NO. (Required) <u>97-004</u>	4. TYPE OF APPLICATION (Check Applicable Box) a. <input type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input checked="" type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL FOR SALE IN _____ ONLY* <small>(Fill in State abbreviation)</small> c. <input type="checkbox"/> DISTINCTIVE LIQUOR/BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
5. BRAND NAME (Required) <u>Meier's</u>			
6. CLASS AND TYPE (Required) <u>Burgundy</u>		12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)  NET CONTENTS BLOWN INTO BOTTLE	
8. VINTAGE (Wine Only)	9. AGE (Distilled)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.	13. DATE OF APPLICATION <u>6/5/97</u>	
14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Anna M. Blackledge</i> Attorney-in-Fact		15. DATE ISSUED <u>JUN 24 1997</u>	

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION <u>6/5/97</u>	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Anna M. Blackledge</i> Attorney-in-Fact
--	--

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

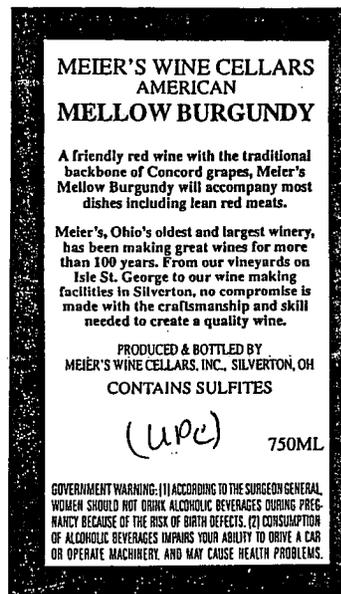
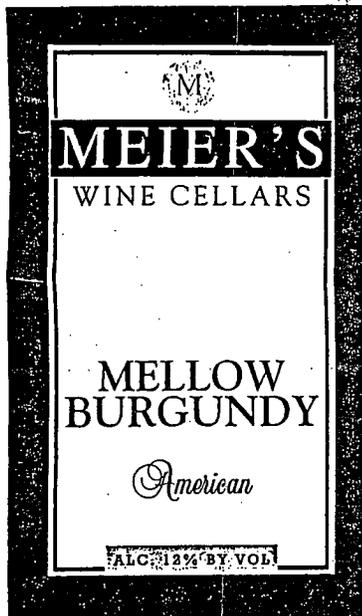
15. DATE ISSUED <u>JUN 24 1997</u>	SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>[Signature]</i>
---------------------------------------	--

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)

01 THIS LABEL APPEAR ON THE FRONT OF THE BOTTLE

AFFIX COMPLETE SET OF LABELS BELOW



DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**

(See Instructions and Paperwork Reduction Act Notice on Back)

1108

PART I - APPLICATION		
ID  97157 000 000121		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT  MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD PIKE SILVERTON, OHIO 45236 B.W. 45
CT 8009 OR 09 AP	1. VENDOR CODE (Required) 5688	2. SERIAL NO. (Required) 97-005
5. BRAND NAME (Required) Meier's		4. TYPE OF APPLICATION (Check Applicable Box) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)
6. CLASS AND TYPE (Required) Rose Wine		
7. FANCIFUL NAME (If Any)		12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, coloseals, etc.)  NET CONTENTS BLOWN INTO BOTTLE
8. VINTAGE (Wine Only)	9. AGE (Distilled)	
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.	

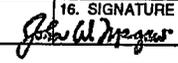
PART II - APPLICANT'S CERTIFICATION

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION 6/5/97	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT  Attorney-in-Fact
-----------------------------------	---

PART III - ATF CERTIFICATE

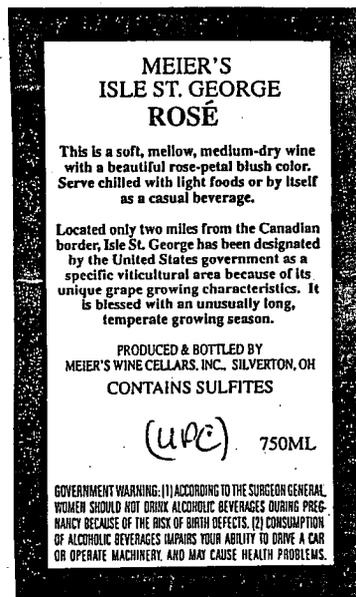
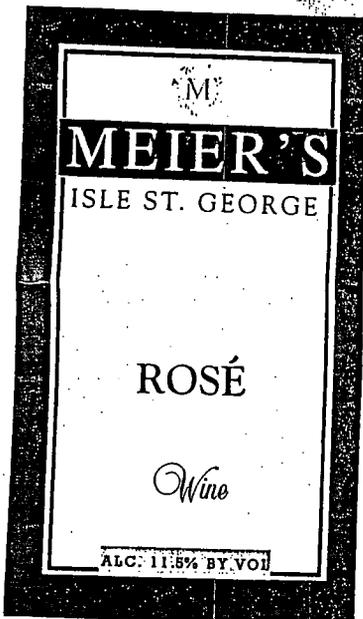
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED JUN 24 1997	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS 
--------------------------------	---

FOR ATF USE ONLY

QUALIFICATIONS	TERMINATION DATE (If Any)
----------------	---------------------------

AFFIX COMPLETE SET OF LABELS BELOW



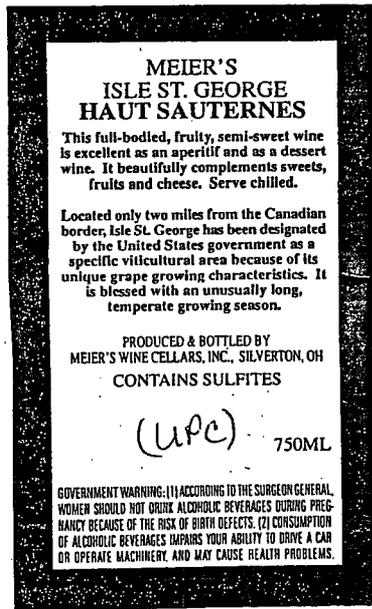
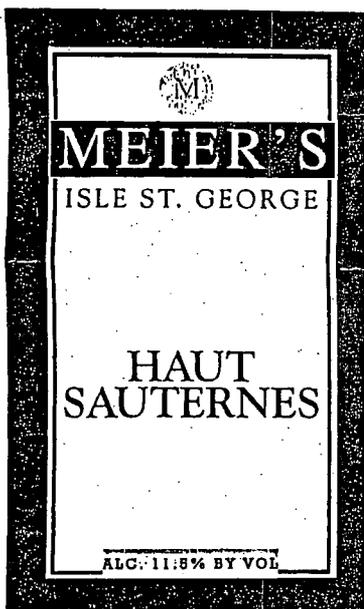
**DEPARTMENT OF THE TREASURY**  
**BUREAU OF ALCOHOL, TOBACCO AND FIREARMS**  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL** 1108  
 (See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION		
ID	97157 000 000123	3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT
CT	8109 089 AP	MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD PIKE SILVERTON, OHIO 45236 B.W. 45
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)	
5. BRAND NAME (Required)	Meier's	4. TYPE OF APPLICATION (Check Applicable Box)
6. CLASS AND TYPE (Required)	Haut Sauternes	
7. FANCIFUL NAME (If Any)		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" <small>(Fill in State abbreviation)</small> c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)
8. VINTAGE (Wine Only)	9. AGE (Distilled)	
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.	12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)
NET CONTENTS BLOWN INTO BOTTLE		

PART II - APPLICANT'S CERTIFICATION	
The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b, and that each container will bear the legend "For Sale in (State shown in item 4b.) only".	
13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
6/5/97	<i>Anna M. Prokudze</i> Attorney-in-Fact

PART III - ATF CERTIFICATE	
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.	
15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
JUN 24 1997	<i>[Signature]</i>
FOR ATF USE ONLY	
QUALIFICATIONS	TERMINATION DATE (If Any)

AFFIX COMPLETE SET OF LABELS BELOW



**DEPARTMENT OF THE TREASURY**  
**BUREAU OF ALCOHOL, TOBACCO AND FIREARMS**  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL** *108*  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td colspan="3">ID  97157 000 000124</td> </tr> <tr> <td>CT <i>8109</i></td> <td>OR <i>09</i></td> <td>AP</td> </tr> <tr> <td>1. VENDOR CODE (Required) <i>5688</i></td> <td colspan="2">2. SERIAL NO. (Required) <i>97-007</i></td> </tr> <tr> <td colspan="3">5. BRAND NAME (Required) <i>Meier's</i></td> </tr> <tr> <td colspan="3">6. CLASS AND TYPE (Required) <i>Sauternes</i></td> </tr> <tr> <td colspan="3">7. FANCIFUL NAME (If Any)</td> </tr> <tr> <td>8. VINTAGE (Wine Only)</td> <td colspan="2">9. AGE (Distilled)</td> </tr> <tr> <td>10. FORMULA NO. (If Any)</td> <td colspan="2">11. LAB. ANALYSIS NO.</td> </tr> </table>	ID  97157 000 000124			CT <i>8109</i>	OR <i>09</i>	AP	1. VENDOR CODE (Required) <i>5688</i>	2. SERIAL NO. (Required) <i>97-007</i>		5. BRAND NAME (Required) <i>Meier's</i>			6. CLASS AND TYPE (Required) <i>Sauternes</i>			7. FANCIFUL NAME (If Any)			8. VINTAGE (Wine Only)	9. AGE (Distilled)		10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		<p>3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT</p> <p><b>MEIER'S WINE CELLARS, INC.</b>          6955 PLAINFIELD PIKE          SILVERTON, OHIO 45236      B.W. 45</p> <p>4. TYPE OF APPLICATION (Check Applicable Box)</p> <p>a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL          b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY"  <small>(Fill in State abbreviation)</small>          c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL  <small>TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)</small></p> <p>12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)</p> <p align="center"><b>NET CONTENTS BLOWN INTO BOTTLE</b></p>
ID  97157 000 000124																									
CT <i>8109</i>	OR <i>09</i>	AP																							
1. VENDOR CODE (Required) <i>5688</i>	2. SERIAL NO. (Required) <i>97-007</i>																								
5. BRAND NAME (Required) <i>Meier's</i>																									
6. CLASS AND TYPE (Required) <i>Sauternes</i>																									
7. FANCIFUL NAME (If Any)																									
8. VINTAGE (Wine Only)	9. AGE (Distilled)																								
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.																								

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION <i>6/5/97</i>	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Anna M. Phelan</i> Attorney-in-Fact
--	--

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED <i>JUN 24 1997</i>	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Joseph A. Maguire</i>
---------------------------------------	--

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE <small>(If Any)</small>
----------------	---

AFFIX COMPLETE SET OF LABELS BELOW

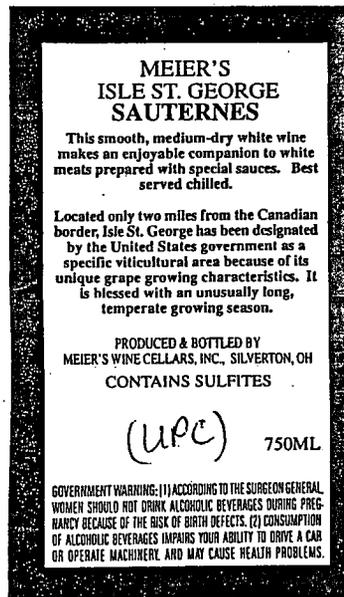
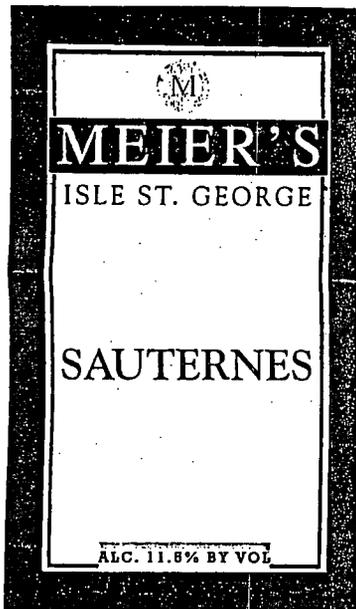


EXHIBIT F

1008

DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL  
(See Instructions and Paperwork Reduction Act Notice on Back)

95026-001-0058

PART I - APPLICATION

FOR ATF USE ONLY		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	MEIER'S WINE CELLARS INC. 6955 PLAINFIELD PIKE SILVERTON, OHIO 45236		
CT	OR	B.W. OH 45	
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	95-001		
5. BRAND NAME (Required)		4. TYPE OF APPLICATION (Check Applicable Box)	
Meier's		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
6. CLASS AND TYPE (Required)		b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
White Wine		c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
7. FANCIFUL NAME (If Any)			
La Brusca Bianco			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)			
NET CONTENTS BLOWN INTO BOTTLE			

PART II - APPLICANT'S CERTIFICATION

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	Attorney-in-Fact
1/23/95	<i>Alma M. Coburn</i>	

PART III - ATF CERTIFICATE

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
JAN 2 1995	<i>John W. Magaw</i>

QUALIFICATIONS	FOR ATF USE ONLY	TERMINATION DATE (If Any)

All of the mandatory information must appear in readable legible printing on a completely contrasting background.

AFFIX COMPLETE SET OF LABELS BELOW



PMTZ-001975

EXHIBIT F

Memorandum in Support of Motion for Summary Judgment

1008

DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LA 95026-001-0062  
(See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

FOR ATF USE ONLY 95 01 2762		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	CT 800 OR 00 AP	MEIER'S WINE CELLARS INC. 6955 PLAINFIELD PIKE SILVERTON OH 45236 B.W. OH 45	
1. VENDOR CODE (Required) 5688	2. SERIAL NO. (Required) 95-005		
5. BRAND NAME (Required) Meier's			
6. CLASS AND TYPE (Required) Rose Wine			
7. FANCIFUL NAME (If Any) La Brusca Rosato		4. TYPE OF APPLICATION (Check Applicable Box)	
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)	a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		

12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)  
**NET CONTENTS BLOWN INTO BOTTLE**

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION 1/23/95	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Anne M. O'Brien</i> Attorney-in-Fact
------------------------------------	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED JAN 26 1995	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>John W. Maguire</i>
--------------------------------	--

FOR ATF USE ONLY

QUALIFICATIONS	TERMINATION DATE (If Any)
All of the mandatory information must appear in readily legible printing on a completely contrasting background.	

AFFIX COMPLETE SET OF LABELS BELOW



PMTZ-001979

1008

DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL 95026-001-0063  
(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

FOR ATF USE ONLY		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID		MEIER'S WINE CELLARS INC. 6955 PLAINFIELD PIKE SILVERTON OH 45236 B.W. OH 45	
CT	95012763		
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	95-006		
5. BRAND NAME (Required)			
Meier's			
6. CLASS AND TYPE (Required)			
Red Wine			
7. FANCIFUL NAME (If Any)		4. TYPE OF APPLICATION (Check Applicable Box)	
La Brusca Rubio		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)	b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
		c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)			

NET CONTENTS BLOWN INTO BOTTLE

PART II - APPLICANT'S CERTIFICATION

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in Item 4b. and that each container will bear the legend "For Sale in (State shown in Item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
1/23/95	<i>Almae M. C. Brina</i> Attorney-in-Fact

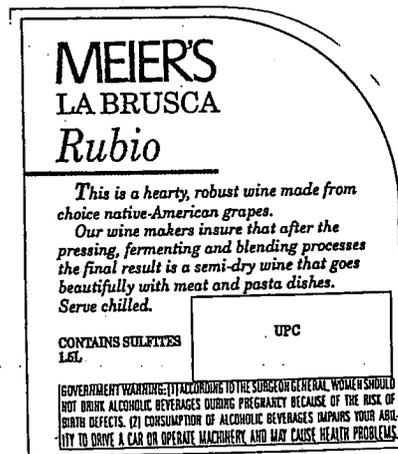
PART III - ATF CERTIFICATE

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
JAN 26 1995	<i>John W. Maguire</i>

QUALIFICATIONS	FOR ATF USE ONLY	TERMINATION DATE (If Any)
	All of the mandatory information must appear in readily legible printing on a completely contrasting background.	

AFFIX COMPLETE SET OF LABELS BELOW



PMTZ-001980

1008

DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LAB

95145-001-0191

(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

FOR ATF USE ONLY		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT  MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45
ID 95 06 00015		
CT <i>SMO</i> OR <i>W</i> AP		
1. VENDOR CODE (Required) 5688	2. SERIAL NO. (Required) 95-007	
5. BRAND NAME (Required) Meier's Select		
6. CLASS AND TYPE (Required) Champagne		
7. FANCIFUL NAME (If Any)		
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)	4. TYPE OF APPLICATION (Check Applicable Box) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL FOR SALE IN _____ ONLY (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.	
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)  NET CONTENTS BLOWN INTO BOTTLE		

PART II - APPLICANT'S CERTIFICATION

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b, and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION 4/25/95	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Ann M. O'Brien</i> Attorney-in-Fact
------------------------------------	--

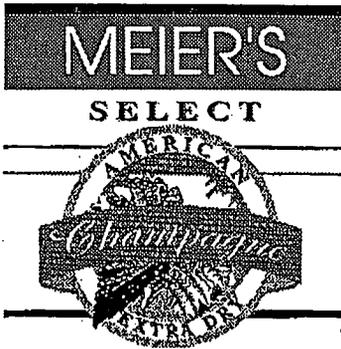
PART III - ATF CERTIFICATE

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED 9 1 1995	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>John W. Magaw</i>
-----------------------------	--

QUALIFICATIONS	24. THIS GOVERNMENT WARNING STATEMENT COVERS PRODUCTS BOTTLED IN CONTAINERS OF 3 LITERS AND LESS IN SIZE.	TERMINATION DATE (If Any)
----------------	---	---------------------------

AFFIX COMPLETE SET OF LABELS BELOW



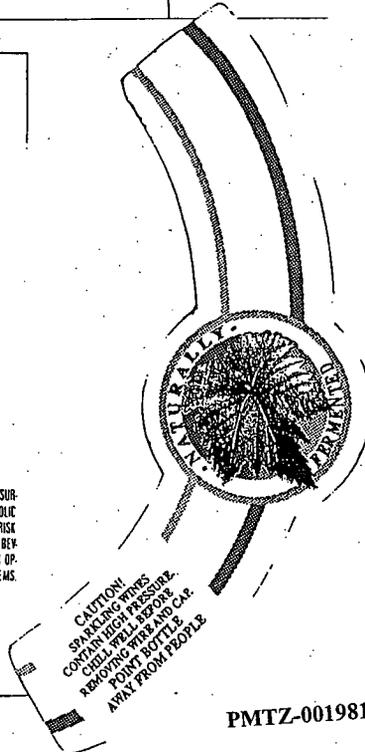
AMERICAN CHAMPAGNE  
CHARMAT BULK PROCESS  
SPARKLING WINE-ALC/VOL 12%

Meier's wines are available in fine wine shops, restaurants and at the winery. Meier's select personalized wines, such as this bottle, are available by calling the winery at 1-800-346-2941.

PRODUCED AND BOTTLED BY  
MEIER'S WINE CELLARS, INC.  
SILVERTON, OHIO

CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



CAUTION!  
SPARKLING WINES  
CORKS TECH PRESSURE  
CHELL PELL PRESSURE  
REMOVING FROM CAR  
POINT BOTTLE  
AWAY FROM PEOPLE

DEPARTMENT OF THE TREASURY  
 BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
 APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL 95131-002-0141  
 (See Instructions and Paperwork Reduction Act Notice on Back)

FOR ATF USE ONLY		PART I - APPLICATION	
ID		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
CT	8460 9509 2407	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45	
1. VENDOR CODE (Required)	5688	4. TYPE OF APPLICATION (Check Applicable Box)	
2. SERIAL NO. (Required)	95-008	<input checked="" type="checkbox"/> a. CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> b. CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" <small>(Fill in State abbreviation)</small> <input type="checkbox"/> c. DISTINCTIVE LIQUOR BOTTLE APPROVAL <small>TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)</small>	
5. BRAND NAME (Required)	Meier's Select		
6. CLASS AND TYPE (Required)	Spumante Sparkling Wine		
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)			
9. AGE (Distilled SPIRITS)			
10. FORMULA NO. (If Any)			
11. LAB. ANALYSIS NO.			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, cellophane, etc.)			
NET CONTENTS BLOWN INTO BOTTLE			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
4/28/95	<i>Anna M. Medina</i> Attorney-in-Fact

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
MAY 19 1995	<i>John W. Magaw</i>

FOR ATF USE ONLY

QUALIFICATIONS	TERMINATION DATE (If Any)
<p>All of the mandatory information must appear in readily accessible locations on every label, including background.</p> <p>THIS GOVERNMENT WARNING STATEMENT COVERS PRODUCTS BOTTLED IN CONTAINERS OF 3 LITERS AND LESS IN SIZE.</p>	

AFFIX COMPLETE SET OF LABELS BELOW

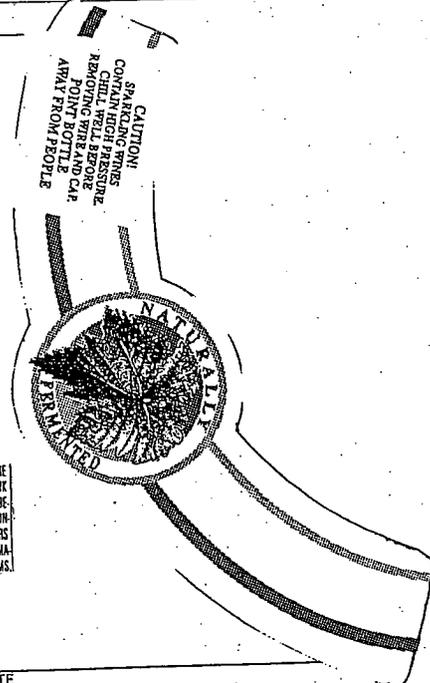


NATURALLY FERMENTED • CHARMAT BULK PROCESS  
ALCOVOL 7%

Meier's wines are available in fine wine shops, restaurants and at the winery. Meier's select personalized wines, such as this bottle, are available by calling the winery at 1-800-346-2941.

PRODUCED AND BOTTLED BY  
MEIER'S WINE CELLARS, INC.  
SILVERTON, OHIO

CONTAINS SULFITES  
 GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



ATF F 5100.31 (10-85) REPLACES ATF FORMS 1648, 1649 AND 1650 WHICH ARE OBSOLETE

PMTZ-001982

1008

DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL 95131-002-0142  
(See Instructions and Paperwork Reduction Act Notice on Back)

FOR ATF USE ONLY		PART I - APPLICATION	
ID		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
CT	OR	AP	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	95-009		
5. BRAND NAME (Required)		4. TYPE OF APPLICATION (Check Applicable Box)	
Meier's Select		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
6. CLASS AND TYPE (Required)		b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
7. FANCIFUL NAME (If Any)		c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
Blush Table Wine			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)			
NET CONTENTS BLOWN INTO BOTTLE			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
4/28/95	<i>James M. Meier</i> Attorney-in-Fact

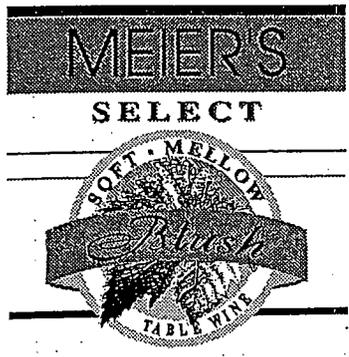
**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
12 MAY 1995	<i>John W. Meyer</i>

QUALIFICATIONS	FOR ATF USE ONLY	TERMINATION DATE (If Any)
<p>All of the mandatory information must appear in the label. Labels printing on a dot matrix printer are unacceptable.</p> <p>THIS GOVERNMENT WARNING STATEMENT COVERS PRODUCTS BOTTLED IN CONTAINERS OF 3 LITERS AND LESS IN SIZE.</p>		

AFFIX COMPLETE SET OF LABELS BELOW

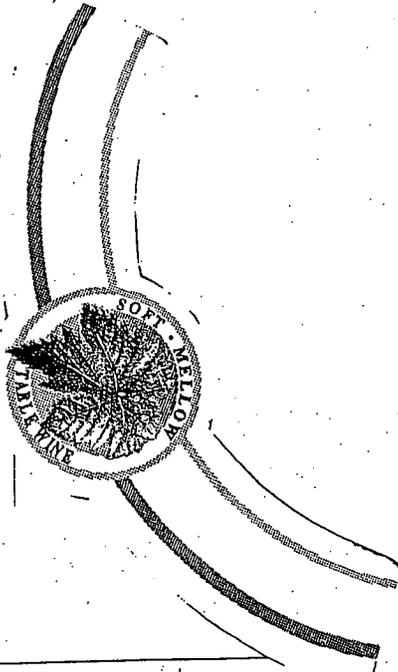


Meier's wines are available in fine wine shops, restaurants and at the winery. Meier's select personalized wines, such as this bottle, are available by calling the winery at 1-800-346-2941.

PRODUCED AND BOTTLED BY MEIER'S WINE CELLARS, INC. SILVERTON, OHIO

CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



ALCOVOL 11%

DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LAB. 95194-001-0034

(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

FOR ATF USE ONLY		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	95-072456	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45	
CT	8460 OR 02 AP		
1. VENDOR CODE (Required)	XXXX 5688	4. TYPE OF APPLICATION (Check Applicable Box)	
2. SERIAL NO. (Required)	95-010	a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
5. BRAND NAME (Required)	Meier's Select	b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
6. CLASS AND TYPE (Required)	American Champagne	c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)			
9. AGE (Distilled SPIRITS)			
10. FORMULA NO. (If Any)			
11. LAB. ANALYSIS NO.			

12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)

NET CONTENTS BLOWN INTO BOTTLE  
OPTIONAL PERSONALIZATIONS AS LISTED ON ATTACHED SHEET

PART II - APPLICANT'S CERTIFICATION

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in Item 4b. and that each container will bear the legend "For Sale in (State shown in Item 4b.) only".

13. DATE OF APPLICATION	7/7/95	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	<i>Anna M. Abria</i> Attorney-in-Fact
-------------------------	--------	--	---------------------------------------

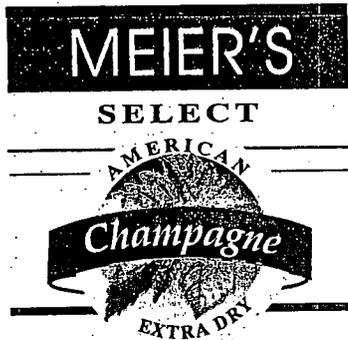
PART III - ATF CERTIFICATE

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	JUL 19 1995	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS	<i>[Signature]</i>
-----------------	-------------	--	--------------------

QUALIFICATIONS	FOR/ATF USE ONLY	TERMINATION DATE (If Any)

AFFIX COMPLETE SET OF LABELS BELOW SEE OPTIONAL PERSONALIZATIONS ATTACHED



AMERICAN CHAMPAGNE  
CHARMAT BULK PROCESS  
SPARKLING WINE-ALC/VOL 12%

Meier's wines are available in fine wine shops, restaurants and at the winery. Meier's select personalized wines, such as this bottle, are available by calling the winery at 1-800-346-2941.

PRODUCED AND BOTTLED BY  
MEIER'S WINE CELLARS, INC.  
SILVERTON, OHIO

CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



CAUTION!  
SPARKLING WINES  
CONTAIN HIGH PRESSURE.  
REMOVING WINE FROM CAR.  
POINT BOTTLE  
AWAY FROM PEOPLE

DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LAB 95194-001-0035  
(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

FOR ATF USE ONLY		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	95 07 2457	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45-	
CT	8400 OR AP		
1. VENDOR CODE (Required)	5688		
2. SERIAL NO. (Required)	95-011		
5. BRAND NAME (Required)		4. TYPE OF APPLICATION (Check Applicable Box)	
Meier's Select		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
6. CLASS AND TYPE (Required)		b. <input checked="" type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
Spumante		c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.) NET CONTENTS BLOWN INTO BOTTLE OPTIONAL PERSONALIZATIONS AS LISTED ON ATTACHED SHEET			

PART II - APPLICANT'S CERTIFICATION

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b, and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
7/7/95	<i>Anna M. Brina</i> Attorney-in-Fact

PART III - ATF CERTIFICATE

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
JUL 8 1995	<i>[Signature]</i>

QUALIFICATIONS	FOR ATF USE ONLY	TERMINATION DATE (If Any)
	24. THIS GOVERNMENT WARNING STATEMENT COVERS PRODUCTS BOTTLED IN CONTAINERS OF 3 LITERS AND LESS IN SIZE.	

AFFIX COMPLETE SET OF LABELS BELOW SEE OPTIONAL PERSONALIZATIONS ATTACHED



Meier's wines are available in fine wine shops, restaurants and at the winery. Meier's select personalized wines, such as this bottle, are available by calling the winery at 1-800-346-2941.

PRODUCED AND BOTTLED BY MEIER'S WINE CELLARS, INC. SILVERTON, OHIO

CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

PREMIUM AMERICAN SPARKLING WINE. CHARMAT BULK PROCESS-ALC/VOL 7%



CAUTION! SPARKLING WINES CONTAIN HIGH PRESSURE. CHILL WELL BEFORE REMOVING WINE AND CAP. POINT BOTTLE AWAY FROM PEOPLE.

1002  
DEPARTMENT OF THE TREASURY  
BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL 95194-001-0036  
(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

FOR ATF USE ONLY		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	95 07 2158	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45	
CT	8009 OR 09 AP		
1. VENDOR CODE (Required)	5688	2. SERIAL NO. (Required)	95-012
5. BRAND NAME (Required) Meier's Select			
6. CLASS AND TYPE (Required) Blush Table Wine			
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)	4. TYPE OF APPLICATION (Check Applicable Box)	
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.	<input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" <small>(Fill in State abbreviation)</small> <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL <small>TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)</small>	
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.) NET CONTENTS BLOWN INTO BOTTLE OPTIONAL PERSONALIZATIONS AS LISTED ON ATTACHED SHEET			

PART II - APPLICANT'S CERTIFICATION

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in Item 4b, and that each container will bear the legend "For Sale in (State shown in Item 4b.) only".

13. DATE OF APPLICATION 7/7/95	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>James M. Giblin</i> Attorney-in-Fact
-----------------------------------	---

PART III - ATF CERTIFICATE

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED JUL 1 1995	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>[Signature]</i>
-------------------------------	--

QUALIFICATIONS	FOR ATF USE ONLY	TERMINATION DATE (If Any)
	2A. THIS GOVERNMENT STATEMENT OF PRODUCT CONTAINS LESS THAN 100 LITERS AND LESS IN SIZE.	

AFFIX COMPLETE SET OF LABELS BELOW SEE OPTIONAL PERSONALIZATIONS ATTACHED



ALCOHOL BY VOLUME 11%

Meier's wines are available in fine wine shops, restaurants and at the winery. Meier's select personalized wines, such as this bottle, are available by calling the winery at 1-800-346-2941.

PRODUCED AND BOTTLED BY MEIER'S WINE CELLARS, INC. SILVERTON, OHIO

CONTAINS SULFITES  
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



EXHIBIT G

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL  
(See Instructions and Paperwork Reduction Act Notice on Back)

FOR ATF USE ONLY			PART I - APPLICATION		
ID	93 05 0617		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT		
CT	8809	OR	Meier's Wine Cellars, Inc. 6955 Plainfield Pike Silverton, Cincinnati, Ohio 45236 B.W. OH 45		
1. VENDOR CODE (Required)	5688	2. SERIAL NO. (Required)			
		93-020			
5. BRAND NAME (Required)	Meier's				
6. CLASS AND TYPE (Required)	American Ruby Port				
7. FANCIFUL NAME (If Any)	#44 Ruby Port				
8. VINTAGE (Wine Only)					
9. AGE (Distilled SPIRITS)					
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.				
12. STATE ANY WORDINGS, NOT SHOWN ON LABELS (Caps, corkscrews, etc.)					
Net Contents Blown Into Bottles 750ml.					
PART II - APPLICANT'S CERTIFICATION					
The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".					
13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT				ATIF
4/29/93	Meier's Wine Cellars, Inc. <i>Edward W. Meier</i>				
PART III - ATF CERTIFICATE					
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.					
15. DATE ISSUED	16. SIGNATURE OF OFFICER, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS				
MAY 06 1995	<i>Andrew E. Wiggan</i>				
QUALIFICATIONS			FOR ATF USE ONLY		TERMINATION DATE (If Any)

AFFIX COMPLETE SET OF LABELS BELOW

FACE

BACK

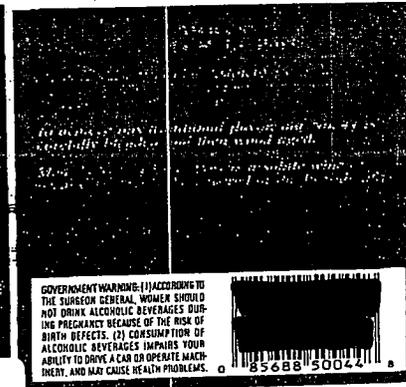
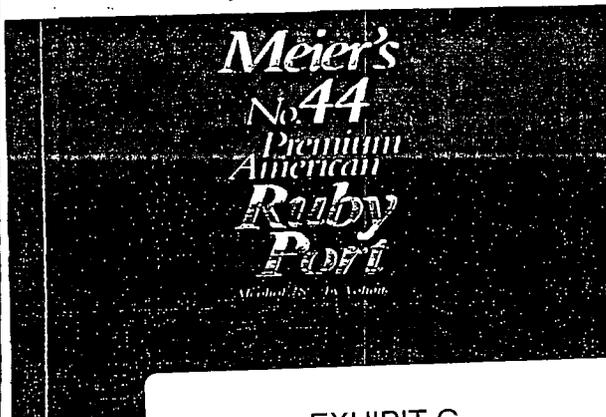


EXHIBIT G

Memorandum in Support of Motion for Summary Judgment

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

FOR ATF USE ONLY		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	93 07 01:067	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45	
CT	8209 OR 09 AP		
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	93-026		
5. BRAND NAME (Required)		4. TYPE OF APPLICATION (Check Applicable Box)	
Meier's		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
6. CLASS AND TYPE (Required)			
Black Cherry Wine			
7. FANCIFUL NAME (If Any)			
LaBrusca Black Cherry Wine			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
123			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corkscrews, etc.)			
NET CONTENTS BLOWN INTO BOTTLE			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
7/16/93	<i>Anna M. O'Brien</i> Attorney-in-Fact

**PART III - ATF CERTIFICATE**

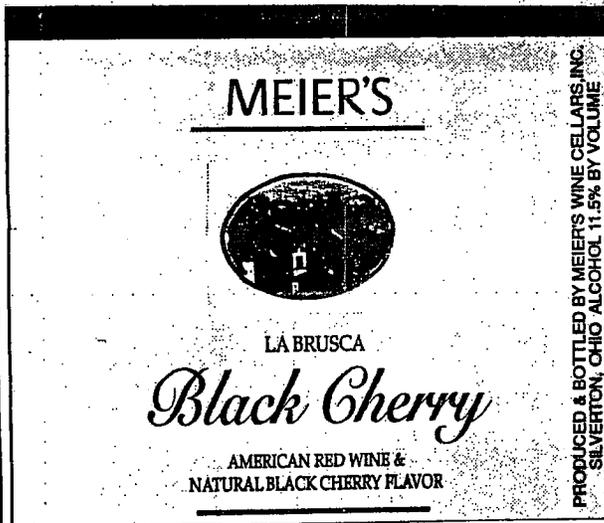
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
JUL 30 1993	<i>[Signature]</i>

FOR ATF USE ONLY

QUALIFICATIONS	TERMINATION DATE (If Any)
All of the mandatory information must appear in readily legible printing on a completely contrasting background.	

AFFIX COMPLETE SET OF LABELS BELOW



**MEIER'S**  
 LA BRUSCA  
*Black Cherry*

This is a natural red American wine that has a refreshing fruity taste perfect for today's lifestyle's. Choice grapes are pressed, fermented and blended with natural black cherry flavor to produce a wine that is the perfect companion to meals and snacks. Serve chilled.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES 750ML

(UPC)

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**

(See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

FOR ATF USE ONLY		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT:	
ID	93 07 01860	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45	
CT	8209 09 AP		
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	93-030		
5. BRAND NAME (Required)			
Meier's		4. TYPE OF APPLICATION (Check Applicable Box)	
6. CLASS AND TYPE (Required)		<input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
7. FANCIFUL NAME (If Any)		<input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
La Brusca Raspberry			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
117			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, cellophane, etc.)			
NET CONTENTS BLOWN INTO BOTTLE			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in Item 4b. and that each container will bear the legend "For Sale in (State shown in Item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
7/16/93	<i>James M. O'Brien</i> Attorney-in-Fact

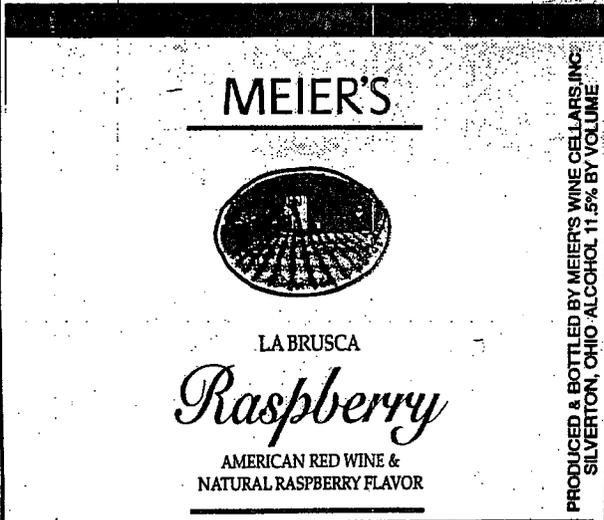
**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.	
15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
JUL 30 1993	<i>[Signature]</i>

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)
All of the mandatory information must appear in readily legible printing on a completely contrasting background.	

AFFIX COMPLETE SET OF LABELS BELOW



**MEIER'S**  
 LA BRUSCA  
*Raspberry*

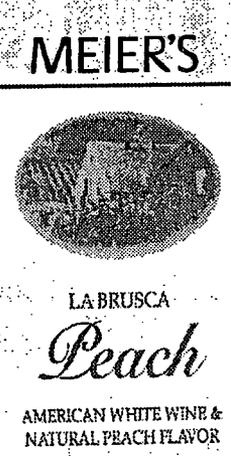
This is a natural red American wine that has a refreshing fruity taste perfect for today's lifestyle's. Choice grapes are pressed, fermented and blended with natural raspberry flavor to produce a wine that is the perfect companion to meals and snacks. Serve chilled.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES 750ML

(LUPC)

PMTZ-001973

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS			
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL			
(See Instructions and Paperwork Reduction Act Notice on Back)			
PART I - APPLICATION			
<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	93 07 04869		
CT	8209	OR 09	AP
1. VENDOR CODE (Required)	5688	2. SERIAL NO. (Required)	93-031
6. BRAND NAME (Required) Meier's			
8. CLASS AND TYPE (Required) White Wine			
7. FANCIFUL NAME (If Any) La Brusca Peach			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any) 124	11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corks, etc.)  NET CONTENTS BLOWN INTO BOTTLE			
PART II - APPLICANT'S CERTIFICATION			
The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".			
13. DATE OF APPLICATION 7/16/93	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>James M. O'Brien</i> Attorney-in-Fact		
PART III - ATF CERTIFICATE			
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.			
15. DATE ISSUED JUL 30 1993	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>[Signature]</i>		
FOR ATF USE ONLY			
QUALIFICATIONS  All of the mandatory information must appear in readily legible printing on a completely contrasting background.			TERMINATION DATE (If Any)
AFFIX COMPLETE SET OF LABELS BELOW			
 <p style="text-align: center;"><b>MEIER'S</b> LA BRUSCA <i>Peach</i> AMERICAN WHITE WINE &amp; NATURAL PEACH FLAVOR</p>		PRODUCED & BOTTLED BY MEIER'S WINE CELLARS, INC. SILVERTON, OHIO ALCOHOL 11.5% BY VOLUME	<p style="text-align: center;"><b>MEIER'S</b> LA BRUSCA <i>Peach</i></p> <p>This is a natural white American wine that has a refreshing fruity taste perfect for today's lifestyle's. Choice grapes are pressed, fermented and blended with natural peach flavor to produce a wine that is the perfect companion to meals and snacks. Serve chilled.</p> <p>GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.</p> <p style="text-align: right;">(u.p.)</p> <p>CONTAINS SULFITES 750ML</p>
PMTZ-001974			

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		<b>3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT</b>	
ID		Meier's Wine Cellars, Inc. 6955 Plainfield Pike Silverton, Cincinnati, Ohio 45236 B.W. OH 45	
CT	8000 93-01-3907		
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	93-019		
5. BRAND NAME (Required)			
Meier's		4. TYPE OF APPLICATION (Check Applicable Box)	
6. CLASS AND TYPE (Required)			a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL
American Red Wine			b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)
7. FANCIFUL NAME (If Any)			c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)
Red Seedling			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, colossals, etc.)			
Net contents blown into bottle 1.5 lt.			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	
4/22/93	Meier's Wine Cellars, Inc. <i>Edward U. Meier</i>	ATIF

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS	
APR 28 1993	<i>Stephen E. Higgins</i>	FOR ATF USE ONLY

QUALIFICATIONS	TERMINATION DATE (If Any)

AFFIX COMPLETE SET OF LABELS BELOW

<p>FACE</p>	<p>BACK</p>
<p>NECK</p>	

EXHIBIT H

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

FOR ATF USE ONLY			PART I - APPLICATION	
ID	02-92-0257		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
CT	8000	OR 09	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45	
1. VENDOR CODE (Required)	5688	2. SERIAL NO. (Required)	92-5	
5. BRAND NAME (Required)			4. TYPE OF APPLICATION (Check Applicable Box)	
Meier's			a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
6. CLASS AND TYPE (Required)			b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
White Catawba Wine			c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
7. FANCIFUL NAME (If Any)			8. VINTAGE (Wine Only)	
			9. AGE (Distilled SPIRITS)	
8. VINTAGE (Wine Only)			10. FORMULA NO. (If Any)	
			11. LAB. ANALYSIS NO.	
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, cellophane, etc.)				
NET CONTENTS BLOWN INTO BOTTLE				

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
1/31/92	<i>Paul G. ...</i> President

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
FEB 05 1992	<i>Stephen P. Higgins</i>

FOR ATF USE ONLY	
QUALIFICATIONS	TERMINATION DATE (If Any)
All of the mandatory information must appear in readily legible printing on a completely contrasting background.	

AFFIX COMPLETE SET OF LABELS BELOW	FRONT	BACK
	<h1>MEIER'S</h1> <p>This moderately-sweet, Native American wine is especially light and smooth. Sweet Catawba has a distinctive flavor and pleasant taste that is good with snacks, or is a refreshing beverage by itself. Serve well chilled.</p> <p>Great Wines for over 100 Years.</p>  <p>LIGHT AND DELICATE AMERICAN</p> <h2>WHITE CATAWBA</h2> <p>WINE</p>	<h1>MEIER'S</h1> <h2>WHITE CATAWBA</h2> <p>The unique heritage, tradition and romance of the Catawba grape is the basis for this moderately-sweet Native American wines popularity. Then the skills and experience of our winemakers come into play in blending and finishing these grapes into a smooth, distinctively flavored wine. Its delicate taste enhances snacks or makes it delicious by itself.</p> <p>GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.</p> <p>CONTAINS SULFITES CONTAINS NOT LESS THAN 51% CATAWBA WINE</p> 

PRODUCED & BOTTLED BY MEIER'S WINE CELLARS, INC., SILVERTON, OH ALCOHOL 12% BY VOLUME

ATF F. 5100.31 (10-85) REPLACES ATF FORMS 1648, 1

**EXHIBIT H**  
 Memorandum in Support of  
 Motion for Summary Judgment

PMTZ-001963

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>			3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	-02-92 0350		MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45	
CT	8309	OR 09	AP	
1. VENDOR CODE (Required)	5688	2. SERIAL NO. (Required)	92-6	
5. BRAND NAME (Required) Meier's				
6. CLASS AND TYPE (Required) Blackberry Wine				
7. FANCIFUL NAME (If Any)				
8. VINTAGE (Wine Only)			9. AGE (Distilled SPIRITS)	
10. FORMULA NO. (If Any)		11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, cellophane, etc.) NET CONTENTS BLOWN INTO BOTTLE				
4. TYPE OF APPLICATION (Check Applicable Box)				
a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL				
b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)				
c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)				

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION 1/31/92	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>[Signature]</i> President
------------------------------------	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED FEB 05 1992	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>[Signature]</i>
--------------------------------	--

**FOR ATF USE ONLY**

QUALIFICATIONS  All of the mandatory information must appear in readily legible printing on a completely contrasting background.	TERMINATION DATE (If Any)
--	------------------------------

AFFIX COMPLETE SET OF LABELS BELOW **FRONT**

**BACK**

# MEIER'S

A semi-sweet, light-bodied wine with a ruby red color. It has a distinctive aroma, and delicious, fruity flavor. Serve after dinner, or by itself, anytime. Serve well chilled.

Great Wines for over 100 Years.



ORIGINAL  
WILD MOUNTAIN  
BRAND  
**BLACKBERRY**  
WINE

PRODUCED & BOTTLED BY MEIER'S WINE CELLARS, INC., SILVERTON, OH  
ALCOHOL 12% BY VOLUME

# MEIER'S BLACKBERRY WINE

Our original Blackberry Wine has a traditional, native American taste. Only the choicest berries, picked at the peak of their flavor, are used. Then the skill of our winemakers comes into play...controlling fermentation, blending and finishing. The result is a perfectly balanced, sweet wine with a full, fruity flavor.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES

1.5 L.

PMTZ-001964

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS			
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL			
(See Instructions and Paperwork Reduction Act Notice on Back)			
PART I - APPLICATION			
<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	82 11 0075	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45	
CT	8000 OR 09 AP		
1. VENDOR CODE (Required)	5688	2. SERIAL NO. (Required)	92-46
5. BRAND NAME (Required)		Meier's	
6. CLASS AND TYPE (Required)		Pink Catawba Wine	
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)		9. AGE (Distilled SPIRITS)	
10. FORMULA NO. (If Any)		11. LAB. ANALYSIS NO.	
4. TYPE OF APPLICATION (Check Applicable Box)			
a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL			
b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)			
c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corks, etc.)			
NET CONTENTS BLOWN INTO BOTTLE - (Will not exceed 3L)			
PART II - APPLICANT'S CERTIFICATION			
The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b, and that each container will bear the legend "For Sale in (State shown in item 4b.) only".			
13. DATE OF APPLICATION	10/27/92	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	<i>James Hatten</i> President
PART III - ATF CERTIFICATE			
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.			
15. DATE ISSUED	NOV 12 1992	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS	<i>Stephen E. Higgins</i>
<b>FOR ATF USE ONLY</b>			
QUALIFICATIONS	All of the mandatory information must appear in readable type printing on a completely contrasting background.		TERMINATION DATE (If Any)
COMPLETE SET OF LABELS BELOW			
 <b>MEIER'S</b> SOFT & FRAGRANT AMERICAN <b>PINK CATAWBA</b> WINE PRODUCED & BOTTLED BY MEIER'S WINE CELLARS, INC., SILVERTON, OHIO ALCOHOL 12% BY VOLUME		 <b>MEIER'S</b> PINK CATAWBA The unique heritage, tradition and romance of the Catawba grape is the basis for this full flavored, delicately sweet Native American wine's popularity. Our winemakers' skills come into full play in blending and finishing these grapes into a wine that has a fresh pink color, soft taste and fragrant bouquet. Meier's Pink Catawba is delicious with light snacks or a refreshing beverage. It tastes best when served well chilled. GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. <b>CONTAINS SULFITES</b> <b>CONTAINS NOT LESS THAN 51% CATAWBA WINE</b>	
		PMTZ-001965	

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236		
CT <i>5100</i>	B.W. 45		
1. VENDOR CODE (Required) 5688	2. SERIAL NO. (Required) 92-47		
5. BRAND NAME (Required) Meier's			
6. CLASS AND TYPE (Required) White Catawba Wine			
7. FANCIFUL NAME (If Any)		4. TYPE OF APPLICATION (Check Applicable Box)	
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)	a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
		b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
10. FORMULA NO. (If Any)		c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
11. LAB. ANALYSIS NO.			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corks, etc.)			
NET CONTENTS BLOWN INTO BOTTLE - <i>will not exceed 3L</i>			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale In (State shown in item 4b.) only".

13. DATE OF APPLICATION 10/27/92	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>James Lattimer</i> President
-------------------------------------	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

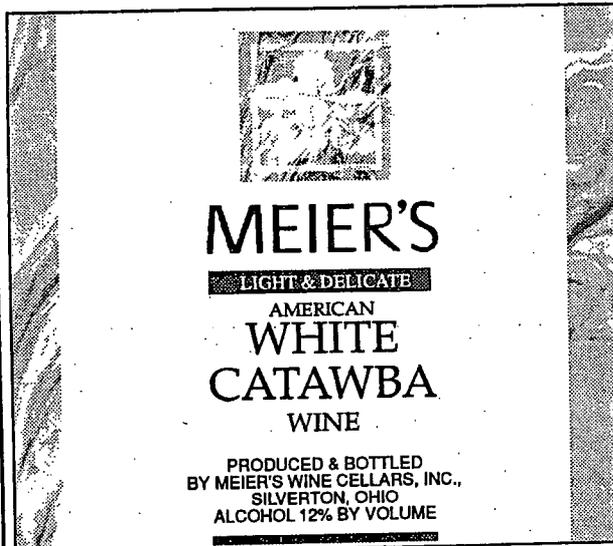
15. DATE ISSUED NOV 12 1992	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Stephen E. Higgins</i>
--------------------------------	---

**FOR ATF USE ONLY**

**QUALIFICATIONS**

All of the mandatory information must appear in readily legible printing on a completely contrasting background.

TERMINATION DATE (If Any)



**MEIER'S**  
**WHITE CATAWBA**

The unique heritage, tradition and romance of the Catawba grape is the basis for this moderately sweet Native American wine's popularity.

The skills and experience of our winemakers come into play in blending and finishing these grapes into a smooth, distinctively flavored wine.

Its delicate taste enhances snacks or makes it delicious by itself. Serve chilled.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

**CONTAINS SULFITES**  
**CONTAINS NOT LESS THAN 51% CATAWBA WINE**

PMTZ-001966

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	02 11 0977	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236	
CT	800 OR AP	B.W. 45	
1. VENDOR CODE (Required)	5688	2. SERIAL NO. (Required)	92-48
5. BRAND NAME (Required) Meier's			
6. CLASS AND TYPE (Required) Concord Wine			
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)		11. LAB. ANALYSIS NO.	
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corks, etc.) NET CONTENTS BLOWN INTO BOTTLE - Will not exceed 3L.			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION 10/27/92	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>John Satterman</i> President
-------------------------------------	---

**PART III - ATF CERTIFICATE**

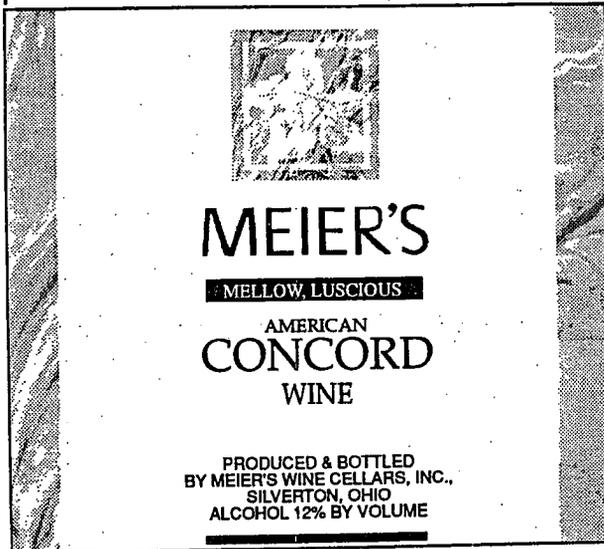
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED NOV 12 1992	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Stephen C. Higgins</i>
--------------------------------	---

**FOR ATF USE ONLY**

QUALIFICATIONS All of the mandatory information must appear in easily legible printing on a completely contrasting background.	TERMINATION DATE (If Any)
---	------------------------------

ATTACH COMPLETE SET OF LABELS BELOW



**MEIER'S CONCORD**

The essence of the Concord grape is captured in this rich, flavorful wine. The finest grapes are picked at the peak of their flavor. Then our winemakers use their skills and experience to ferment, blend and finish this fine wine. A full-bodied, delightful wine that is well balanced and fruity is the result of their efforts. Meier's Concord is enjoyable on any occasion where pleasure is important.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

**CONTAINS SULFITES  
CONTAINS NOT LESS THAN  
51% CONCORD WINE**

5688 5051

PMTZ-001967

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

FOR ATF USE ONLY 0070		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 B.W. 45		
CT 8209 09 AP			
1. VENDOR CODE (Required) 5688	2. SERIAL NO. (Required) 92-49		
5. BRAND NAME (Required) Meier's			
6. CLASS AND TYPE (Required) Blackberry Wine			
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)		9. AGE (Distilled SPIRITS)	
10. FORMULA NO. (If Any)		11. LAB. ANALYSIS NO.	
4. TYPE OF APPLICATION (Check Applicable Box)			
a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL			
b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)			
c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corks, etc.)			
NET CONTENTS BLOWN INTO BOTTLE- Will not exceed 3L			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION 10/27/92	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Carl Hansen</i> President
-------------------------------------	--

**PART III - ATF CERTIFICATE**

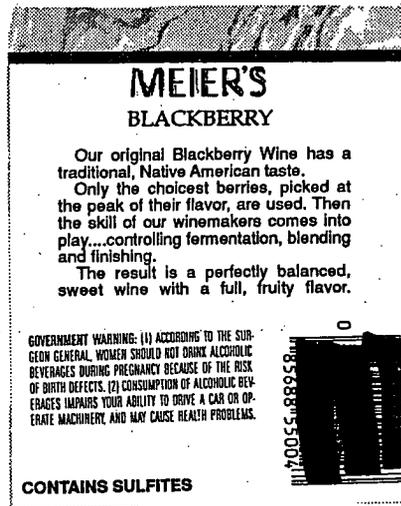
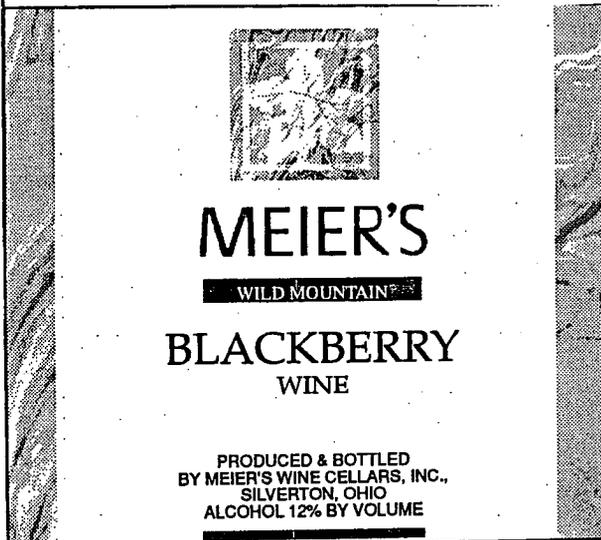
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED NOV 12 1992	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Stephen E. Higgins</i>
--------------------------------	---

**FOR ATF USE ONLY**

QUALIFICATIONS All of the mandatory information must appear in readily legible printing on a completely contrasting background.	TERMINATION DATE (If Any)
--	---------------------------

AFFIX COMPLETE SET OF LABELS BELOW



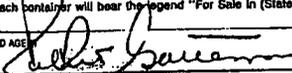
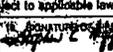
PMTZ-001968

FORM APPROVED: OMB NO. 1512-0002 2/29/90

CD# 92 11 0979

**DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS**  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
(See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.	<b>MEIER'S WINE CELLARS, INC</b> 6955 Plainfield Pike Silverton, Ohio 45236 <span style="float: right;">B W. 45</span>	
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5643	92-50		
6. BRAND NAME (Required)			
Meier's			
8. CLASS AND TYPE (Required)		4. TYPE OF APPLICATION (Check Applicable Box)	
Red Seedling Wine		<input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" <small>(# in State abbreviation)</small>	
7. FANCIFUL NAME (If Any)		<input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL <small>TOTAL BOTTLE CAPACITY BEFORE CLG: 176 _____ amount</small>	
9. VINTAGE (Wine Only)		9. AGE (Distilled Spirits)	
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corks, etc.)			
NET CONTENTS BLOWN INTO BOTTLE - <i>Will not exceed 3L</i>			
<b>PART II - APPLICANT'S CERTIFICATION</b>			
The applicant hereby certifies under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in this above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b, and that each container will bear the legend "For Sale in (State shown in item 4b.) only".			
13. DATE OF APPLICATION		14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	
10/27/92		 President	
<b>PART III - ATF CERTIFICATE</b>			
This certificate is subject to applicable laws and regulations and conditions as set forth on the back of this form.			
15. DATE OF EXPIRATION		16. SIGNATURE OF AGENT, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS	
NOV 1 1992			
<b>FOR ATF USE ONLY</b>		<b>TERMINATION DATE (If Any)</b>	
QUALIFICATION: All of the following information must be legible printing on a contrasting background.			

**MEIER'S**



100% PURE RUBY AMERICAN  
**RED SEEDLING**  
 BRAND WINE

PRODUCED & BOTTLED BY MEIER'S WINE CELLARS, INC., SILVERTON, OHIO ALCOHOL 12% BY VOLUME

**MEIER'S RED SEEDLING**

Our Red Seedling wine has a hearty, Native American taste. Starting with the finest grapes picked when their flavor is at its peak - our skilled winemakers blend and finish these grapes into a robust, ruby red wine. It is especially delightful when served chilled with desserts.

GOVERNMENT WARNING: (1) ACCORDING TO THE STATE DEPARTMENT OF HEALTH, EXCESSIVE CONSUMPTION OF ALCOHOLIC BEVERAGES INCREASES YOUR RISK OF BREAST AND LIVER DISEASE. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEATH PROBLEMS.

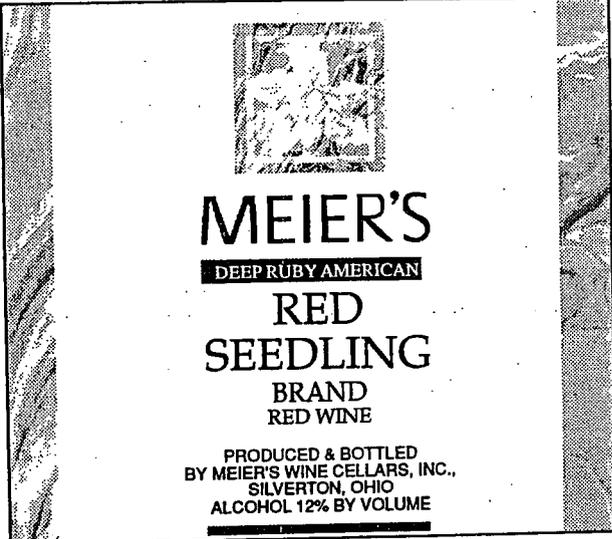
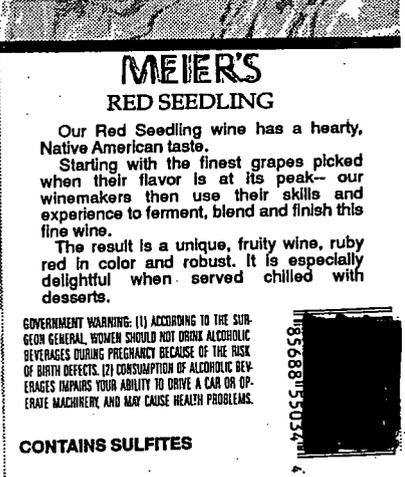
**CONTAINS SULFITES**

750 ML

Received Time Dec. 9. 10:46AM

ATF E 6100 91 716-051 REPLACES ATF FORMS 1848, 1849 AND 1850 WHICH ARE OBSOLETE

PMTZ-001969

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS				
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL				
(See Instructions and Paperwork Reduction Act Notice on Back)				
PART I - APPLICATION				
<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT		
ID	MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Ohio 45236 <span style="float: right;">B.W. 45</span>			
CT <i>800909</i> OR <i>11</i> AP <i>0070</i>				
1. VENDOR CODE (Required) 5688				2. SERIAL NO. (Required) 92-50
5. BRAND NAME (Required) Meier's				
6. CLASS AND TYPE (Required) Red Seedling Wine		4. TYPE OF APPLICATION (Check Applicable Box)		
7. FANCIFUL NAME (If Any)		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" <small>(Fill in State abbreviation)</small> c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL <small>TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)</small>		
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)	12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.	NET CONTENTS BLOWN INTO BOTTLE - <i>Will not exceed 3L</i>		
PART II - APPLICANT'S CERTIFICATION				
The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".				
13. DATE OF APPLICATION 10/27/92	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>[Signature]</i> President			
PART III - ATF CERTIFICATE				
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.				
15. DATE ISSUED NOV 12 1992	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>[Signature]</i>			
FOR ATF USE ONLY		TERMINATION DATE (If Any)		
QUALIFICATIONS All of the mandatory information must appear in readily legible printing on a sufficiently contrasting background.				
AFFIX COMPLETE SET OF LABELS BELOW				
 <p style="text-align: center;"><b>MEIER'S</b> DEEP RUBY AMERICAN <b>RED SEEDLING</b> BRAND RED WINE PRODUCED &amp; BOTTLED BY MEIER'S WINE CELLARS, INC., SILVERTON, OHIO ALCOHOL 12% BY VOLUME</p>		 <p style="text-align: center;"><b>MEIER'S</b> <b>RED SEEDLING</b></p> <p>Our Red Seedling wine has a hearty, Native American taste. Starting with the finest grapes picked when their flavor is at its peak—our winemakers then use their skills and experience to ferment, blend and finish this fine wine. The result is a unique, fruity wine, ruby red in color and robust. It is especially delightful when served chilled with desserts.</p> <p><small>GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.</small></p> <p><b>CONTAINS SULFITES</b></p> <p style="text-align: right;">18368895034</p>		

PMTZ-001970

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

FOR ATF USE ONLY			PART I - APPLICATION	
ID	03 92 2300		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
CT	8809	09	Meier's Wine Cellars, Inc. 6955 Plainfield Pike Silverton, Cincinnati, Ohio 45236 B.W. OH 45	
1. VENDOR CODE (Required)	5688	2. SERIAL NO. (Required)	92-28	
5. BRAND NAME (Required)			4. TYPE OF APPLICATION (Check Applicable Box)	
Meier's			<input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" <small>(Fill in State abbreviation)</small> <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL <small>TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)</small>	
6. CLASS AND TYPE (Required)			12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, coloseals, etc.)	
American Sherry			<p><b>Net contents blown into bottle, 750ml</b></p>	
7. FANCIFUL NAME (If Any)			PART II - APPLICANT'S CERTIFICATION	
No.33 Cream Sherry			<p>The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".</p>	
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		13. DATE OF APPLICATION	
			3/10/92	
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	
			Meier's Wine Cellars, Inc. <i>[Signature]</i> <b>ATIP</b>	

PART III - ATF CERTIFICATE	
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.	
15. DATE ISSUED	16. SIGNATURE OF OFFICIAL, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
MAR 19 1992	<i>[Signature]</i>

FOR ATF USE ONLY	
QUALIFICATIONS	TERMINATION DATE (If Any)

AFFIX COMPLETE SET OF LABELS BELOW

*FACE*

# MEIER'S

A sweet, full-bodied wine with a rich, deep-golden color. This Cream Sherry presents a luxuriant bouquet and deep "nut-like" taste. An excellent dessert wine, we recommend it be served at cool-room temperature.



Great Wines  
for over 100 Years.

## NO. 33 RICH SWEET AMERICAN CREAM SHERRY

Vinted and Bottled by Meier's Wine Cellars, Inc., Silverton, Ohio  
Bonded Winery No. 45 Alcohol 18% by Volume

*BACK*

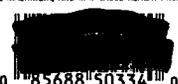
## MEIER'S

### NO. 33 CREAM SHERRY

A sweet, full-bodied wine with an enticing nutty flavor. Serve slightly chilled.

CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



0 85688 50334 0

PMTZ-001929

EXHIBIT I

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS			
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL			
(See Instructions and Paperwork Reduction Act Notice on Back)			
FOR ATF USE ONLY		PART I - APPLICATION	
ID		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
CT	OR	AP	Meier's Wine Cellars, Inc. 6955 Plainfield Rd. Silverton, Cincinnati, Ohio 45236  B.W. OH 45
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	87-2		
5. BRAND NAME (Required)	4. TYPE OF APPLICATION (Check Applicable Box)		
Meier's	a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION-FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)		
6. CLASS AND TYPE (Required)	7. FANCIFUL NAME (If Any)		12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, caselets, etc.)
Isle St. George Sauternes			Net contents blown into bottle
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)	PART II - APPLICANT'S CERTIFICATION	
		The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in Item 4b. and that each container will bear the legend "For Sale in (State shown in Item 4b.) only".	
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.	13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
		1-19-87	Meier's Wine Cellars, Inc. <i>[Signature]</i> ATF
PART III - ATF CERTIFICATE			
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.			
15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS		
JAN 20 1987	<i>[Signature]</i>		
FOR ATF USE ONLY			
QUALIFICATIONS		TERMINATION DATE (If Any)	
NOT LESS THAN <u>95</u> % OF THE VOLUME OF THIS WINE MUST BE DERIVED FROM GRAPE GROWN IN THE LOCATION MENTIONED ON THE <u>Brand</u> LABEL. (Meier's Vineyard)			
AFFIX COMPLETE SET OF LABELS BELOW			



MEIER'S VINEYARDS ISLE ST. GEORGE, OHIO

MEIER'S ISLE ST. GEORGE  
SAUTERNES

VINTED AND BOTTLED BY MEIER'S WINE CELLARS, INC.  
SILVERTON, OHIO BW 45 ALCOHOL 12% BY VOLUME

**MEIER'S ISLE ST. GEORGE  
SAUTERNES**

The extra maturity in this smooth, medium-dry white wine makes it an excellent accompaniment to any food. It is especially delicious with white meats, fish or fowl.

Located only two miles from the Canadian border, Isle St. George has been designated by the United States Government as a specific viticultural area because of its unique grape growing characteristics.

Write to Meier's Wine Cellars, Silverton, Ohio 45236, for our free recipe booklet, "Wine Cookery Made Easy".



CONTAINS SULFITES

1.5 LITER

**EXHIBIT I**

Memorandum in Support of  
Motion for Summary Judgment

PMTZ-001940

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS			
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL			
(See Instructions and Paperwork Reduction Act Notice on Back)			
PART I - APPLICATION			
<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	Meier's Wine Cellars, Inc. 6955 Plainfield Rd. Silverton, Cincinnati, Ohio 45236		
CT <i>5109</i>	OR	AP	B.W. OH 45
1. VENDOR CODE (Required) <i>5688</i>	2. SERIAL NO. (Required) <i>87-4</i>		
5. BRAND NAME (Required) <i>Meier's</i>			
6. CLASS AND TYPE (Required) <i>Isle St. George Haut Sauternes</i>			
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
4. TYPE OF APPLICATION (Check Applicable Box)			
a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL			
b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)			
c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, colossals, etc.)			
<i>Net contents blown into bottle</i>			
PART II - APPLICANT'S CERTIFICATION			
The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".			
13. DATE OF APPLICATION <i>1-19-87</i>	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Meier's Wine Cellars, Inc. [Signature] ATTB</i>		
PART III - ATF CERTIFICATE			
This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.			
15. DATE ISSUED <i>JAN 20 1987</i>	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>[Signature]</i>		
FOR ATF USE ONLY			
QUALIFICATIONS		TERMINATION DATE (If Any)	
NOT LESS THAN <i>95</i> % OF THE VOLUME OF THIS WINE MUST BE DERIVED FROM GRAPES GROWN IN THE LOCATION MENTIONED ON THE <i>Meier's Vineyard</i> Brand LABEL.			
AFFIX COMPLETE SET OF LABELS BELOW			



MEIER'S VINEYARDS ISLE ST. GEORGE, OHIO

## MEIER'S ISLE ST. GEORGE HAUT SAUTERNES

VINTED AND BOTTLED BY MEIER'S WINE CELLARS, INC.  
SILVERTON, OHIO BW 45 ALCOHOL 12% BY VOLUME

### MEIER'S ISLE ST. GEORGE HAUT SAUTERNES

This full-bodied, fruity, semi-sweet wine is excellent as an aperitif and as a dessert wine. It beautifully complements sweets, fruits and cheese.

Located only two miles from the Canadian border, Isle St. George has been designated by the United States Government as a specific viticultural area because of its unique grape growing characteristics.

Write to Meier's Wine Cellars, Silverton, Ohio 45236, for our free recipe booklet, "Wine Cookery Made Easy".



CONTAINS SULFITES  
1.5 LITER

PMTZ-001941

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**

(See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	Meier's Wine Cellars, Inc. 6955 Plainfield Rd. Silverton, Cincinnati, Ohio 45236		
CT <u>5009</u>	OR	AP	B.W. OH 45
1. VENDOR CODE (Required) <u>5688</u>	2. SERIAL NO. (Required) <u>87-6</u>		
5. BRAND NAME (Required) <u>Meier's</u>			
6. CLASS AND TYPE (Required) <u>Isle St. George Rose</u>			
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corksels, etc.)  <u>Net contents blown into bottle</u>			
4. TYPE OF APPLICATION (Check Applicable Box)			
a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL			
b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)			
c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in Item 4b. and that each container will bear the legend "For Sale in (State shown in Item 4b.) only".

13. DATE OF APPLICATION <u>1-19-87</u>	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <u>[Signature]</u> <b>ATIF</b>
---	--

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED <u>JAN 21 1987</u>	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <u>[Signature]</u>
---------------------------------------	--

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)
<u>When new labels are printed the statement "VIN" on "Rose" must be on brand label.</u>	

AFFIX COMPLETE SET OF LABELS BELOW



MEIER'S VINEYARDS ISLE ST. GEORGE, OHIO

**MEIER'S ISLE ST. GEORGE**

**ROSE**

VINTED AND BOTTLED BY MEIER'S WINE CELLARS, INC.  
SILVERTON, OHIO BW 45 ALCOHOL 12% BY VOLUME

**MEIER'S ISLE ST. GEORGE**  
**ROSE**

You will love the soft, mellow taste and rose-petal color of our Meier's Isle St. George Rose. This semi-dry wine is delightful when served by itself, or as an accompaniment to any meal.

Located only two miles from the Canadian border, Isle St. George has been designated by the United States Government as a specific viticultural area because of its unique grape growing characteristics.

Write to Meier's Wine Cellars, Silverton, Ohio 45236, for our free recipe booklet, "Wine Cookery Made Easy".

CONTAINS SULFITES

1.5 LITER

PMTZ-001942

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID.		Meier's Wine Cellars, Inc. 6955 Plainfield Rd. Silverton, Cincinnati, Ohio 45236	
CT	OR AP		
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	87-8		
5. BRAND NAME (Required)			
Meier's		4. TYPE OF APPLICATION (Check Applicable Box)	
6. CLASS AND TYPE (Required)		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
Isle St. George Rose'		b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
7. FANCIFUL NAME (If Any)		c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, calosats, etc.)			
Net contents blown into bottle			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
2-18-87	<i>Edward A. Moulton</i> Edward A. Moulton ATIF

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
FEB 24 1987	<i>Edward E. Hagan</i>

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)



MEIER'S VINEYARDS' ISLE ST. GEORGE, OHIO

# MEIER'S ISLE ST. GEORGE

## ROSE

A semi-dry, mellow Rose wine

VINTED AND BOTTLED BY MEIER'S WINE CELLARS, INC.  
SILVERTON, OHIO BW 45 ALCOHOL 11.5% BY VOLUME

### MEIER'S ISLE ST. GEORGE ROSE

You will love the soft, mellow taste and rose-petal color of our Meier's Isle St. George Rose. This semi-dry wine is delightful when served by itself, or as an accompaniment to any meal.

Located only two miles from the Canadian border, Isle St. George has been designated by the United States Government as a specific viticultural area because of its unique grape growing characteristics. It is blessed with an unusually long, temperate growing season. Serve Chilled.

Turn ordinary meals into special occasions. Write to Meier's Wine Cellars, Silverton, Ohio 45236, for our free recipe booklet, "Wine Cookery Made Easy".

CONTAINS SULFITES  
750 ML



PMTZ-001943

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>			<b>3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT</b>			
ID			Meier's Wine Cellars, Inc. 6955 Plainfield Rd. Silverton, Cincinnati, Ohio 45236			
CT	8109	OR AP				
1. VENDOR CODE (Required)	5688	2. SERIAL NO. (Required)				87-9
5. BRAND NAME (Required)	Meier's					
6. CLASS AND TYPE (Required)	Isle St. George Haut Sauternes					
7. FANCIFUL NAME (If Any)						
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)					
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		<b>4. TYPE OF APPLICATION (Check Applicable Box)</b> a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)						
Net contents blown into bottle						

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in Item 4b. and that each container will bear the legend "For Sale in (State shown in Item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
2-18-87	<i>Edward A. Moulton</i> Edward A. Moulton ATF

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
FEB 24 1987	<i>Richard E. Higgins</i>

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)



MEIER'S  
ISLE ST. GEORGE

**HAUT SAUTERNES**  
A semi-sweet, fruity white wine

VINTED AND BOTTLED BY MEIER'S WINE CELLARS, INC.  
SILVERTON, OHIO BW 45 ALCOHOL 11.5% BY VOLUME

**MEIER'S ISLE ST. GEORGE  
HAUT SAUTERNES**

This full-bodied, fruity, semi-sweet wine is excellent as an aperitif and as a dessert wine. It beautifully complements sweets, fruits and cheese.

Located only two miles from the Canadian border, Isle St. George has been designated by the United States Government as a specific viticultural area because of its unique grape growing characteristics. It is blessed with an unusually long, temperate growing season. Serve Chilled.

Turn ordinary meals into special occasions. Write to Meier's Wine Cellars, Silverton, Ohio 45236, for our free recipe booklet, "Wine Cookery Made Easy".

CONTAINS SULFITES  
750 ML



PMTZ-001944

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>			<b>3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT</b>		
ID			Meier's Wine Cellars, Inc. 6955 Plainfield Pike Silverton, Cincinnati, Ohio 45236		
CT	OR	AP			
1. VENDOR CODE (Required) 5688	2. SERIAL NO. (Required) 87-11				
5. BRAND NAME (Required) Meier's					
6. CLASS AND TYPE (Required) Lake Erie Niagara			4. TYPE OF APPLICATION (Check Applicable Box)		
7. FANCIFUL NAME (If Any)			a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL		
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corks, etc.)					
Net contents blown into bottle					

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in Item 4b. and that each container will bear the legend "For Sale in (State shown in Item 4b.) only".

13. DATE OF APPLICATION 2-25-87	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT <i>Edward A. Moulton</i> Edward A. Moulton ATF
------------------------------------	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED MAR 02 1987	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Stephen C. Higgins</i>
--------------------------------	---

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)



MEIER'S WINE CELLARS

Great Wines for Over 100 Years

LAKE ERIE

NIAGARA

A light, semi-dry wine with a fruity flavor.

VINTED AND BOTTLED BY MEIER'S WINE CELLARS, INC.  
 SILVERTON, OHIO BW 45 ALCOHOL 11% BY VOLUME

MEIER'S WINE CELLARS



WHAT "LAKE ERIE" MEANS ON OUR LABEL

In 1983 the U.S. Government approved the south shore of Lake Erie as a special viticultural area. This area covers a strip ranging from six to fourteen miles wide following the natural escarpment that runs along the southern shore of Lake Erie. The prevailing winds and lake influences create unique grapes growing characteristics that result in superior wine.

LAKE ERIE  
 NIAGARA

A light, semi-dry wine with a fruity flavor.

CONTAINS SULFITES - 750 ML



PMTZ-001946

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID		<b>Meier's Wine Cellars, Inc.</b> 6955 Plainfield Pike Cincinnati, Ohio 45236 B.W. OH 45	
CT	84500 OR AP		
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	87-37		
5. BRAND NAME (Required)		4. TYPE OF APPLICATION (Check Applicable Box)	
Meier's		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
6. CLASS AND TYPE (Required)		9. AGE (Distilled SPIRITS)	
Golden American Sherry			
7. FANCIFUL NAME (If Any)		10. FORMULA NO. (If Any)	
		11. LAB. ANALYSIS NO.	
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, cellophane, etc.)			
Net Contents blown into bottle			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
6-17-87	Meier's Wine Cellars, Inc. <i>Edward W. Meier</i> ATIF

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
JUL 27 1987	<i>[Signature]</i>

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)

AFFIX COMPLETE SET OF LABELS BELOW

*Front*

*Back*

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID	Meler's Wine Cellars, Inc. 6955 Plainfield Pike Cincinnati, Ohio 45236 B.W. OH 45		
CT <i>8600</i>	OR	AP	
1. VENDOR CODE (Required) 5688	2. SERIAL NO. (Required) 87-38		
5. BRAND NAME (Required) Meler's			
6. CLASS AND TYPE (Required) American Cream Sherry			
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)		9. AGE (Distilled SPIRITS)	
4. TYPE OF APPLICATION (Check Applicable Box)			
a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL			
b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)			
c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)			
10. FORMULA NO. (If Any)			
11. LAB. ANALYSIS NO.			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, cellophane, etc.)			
Net Contents blown into bottle			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in Item 4b. and that each container will bear the legend "For Sale in (State shown in Item 4b.) only".

13. DATE OF APPLICATION 6-17-87	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT Meler's Wine Cellars, Inc. <i>Edward A. Mount</i> ATF
------------------------------------	---

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED JUL 27 1987	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>Michael S. Higgins</i>
--------------------------------	---

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)
<p><i>It is the responsibility of the applicant to complete Item 8 with complete name, address and (if any) approved trademarks which is used on label as indicated on your permit.</i></p>	

AFFIX COMPLETE SET OF LABELS BELOW

*Front*

**MEIER'S**  
 NO. 33  
 RICH SWEET AMERICAN  
**CREAM SHERRY**  
 Vinted and Bottled by Meier's Wine Cellars, Inc., Silverton, Ohio  
 Bonded Winery No. 45 Alcohol 18% by Volume

*Back*

**MEIER'S**  
 NO. 33  
**CREAM SHERRY**  
 A sweet, full-bodied wine with a rich, deep golden color, elegant bouquet and enticing nutty flavor. Delightful after dinner. Serve slightly chilled.  
 Turn ordinary meals into special occasions. Write to Meier's Wine Cellars, Silverton, Ohio 45236 for our free recipe booklet.  
 Contains sulfites.

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID		Meier's Wine Cellars, Inc. 6955 Plainfield Pike Cincinnati, Ohio 45236  B.W. OH 45	
CT	8800 OR AP		
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	87-39		
5. BRAND NAME (Required)		4. TYPE OF APPLICATION (Check Applicable Box)	
Meier's		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
8. CLASS AND TYPE (Required)		c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
Pale Dry American Cocktail Sherry			
7. FANCIFUL NAME (If Any)			
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.		
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, caloseals, etc.)			
Net contents blown into bottle			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
7-27-87	Meier's Wine Cellars, Inc. <i>Edward Mow</i> <b>ATIF</b>

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
JUL 31 1987	<i>Stephen C. Higgins</i>

QUALIFICATIONS It is the responsibility of the applicant to complete item 8 with corporate name, address and (if any) approved tradename which is used on label as indicated on your permit.	TERMINATION DATE (If Any)
---	---------------------------

AFFIX COMPLETE SET OF LABELS BELOW

*Front*

# MEIER'S

Pale Dry Sherry is a very dry and soft wine with a pale amber color. It is skillfully blended to acquire its very light, dry, and "nutty" flavor. We recommend it as an aperitif or appetizer as a cocktail wine. Its aroma and flavor are enhanced when served at cool-room temperature.



Great Wines for over 100 Years

## NO 11 PALE DRY AMERICAN COCKTAIL SHERRY

Vinted and Bottled by Meier's Wine Cellars, Inc. Silverton, Ohio  
 Bonded Winery No. 45 Alcohol 18% by Volume

*Back*

# MEIER'S

## NO 11 COCKTAIL SHERRY

A very dry, soft wine with a light, nutty flavor. Excellent as an aperitif. Serve slightly chilled. Turn ordinary meals into special occasions. Write to Meier's Wine Cellars, Silverton, Ohio 45236 for our free recipe booklet. Contains sulfites.



PMTZ-001949

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT	
ID		Meier's Wine Cellars, Inc. 6955 Plainfield Rd. Silverton, Cincinnati, Ohio 45236 B.W.OH 45	
CT	8209 OR AP		
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)		
5688	87-62		
5. BRAND NAME (Required)			
Meier's			
6. CLASS AND TYPE (Required)			
La Brusca Raspberry Red Wine		4. TYPE OF APPLICATION (Check Applicable Box)	
7. FANCIFUL NAME (If Any)		a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL	
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)	b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation)	
10. FORMULA NO. (If Any)	11. LAB. ANALYSIS NO.	c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
117			
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, celloseals, etc.)			
Net contents blown into bottle			

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
10/27/87	Meier's Wine Cellars, Inc. <i>Edward A. Meier</i> ATF

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
OCT 30 1987	<i>Stephen L. Higgins</i>

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)

PMTZ-001958

AFFIX COMPLETE SET OF LABELS BELOW

FACE

BACK

# MEIER'S

A fruity red wine with a refreshing taste.  
serve well chilled.



## LA BRUSCA RASPBERRY

AMERICAN RED WINE & NATURAL RASPBERRY FLAVOR

PRODUCED & BOTTLED BY MEIER'S WINE CELLARS, INC., SILVERTON, OH  
 BONDED WINERY NO. 45      ALCOHOL 12% BY VOLUME

# MEIER'S

## LA BRUSCA RASPBERRY

This is a natural red American wine that has a refreshing fruity taste perfect for today's lifestyles.

Choice grapes are pressed, fermented and blended with natural raspberry flavor to produce a wine that is the perfect companion to meals and snacks. Serve well chilled.

Turn ordinary meals into special occasions. Write to Meier's Wine Cellars, Silverton, Ohio 45236 for our free recipe booklet.

CONTAINS SULFITES

750 ML

SHOULDER



DO NOT DRINK IF THIS CAPSULE IS MISSING OR DAMAGED

NECK



MEIER'S

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

FOR ATF USE ONLY			PART I - APPLICATION	
ID			3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT  <b>Meier's Wine Cellars, Inc.</b> 6955 Plainfield Pike Silverton, Cincinnati, Ohio 45236 B.W. OH 45  DBA Meier's Old Fashioned Wine Company	
CT	OR	AP		
1. VENDOR CODE (Required)	2. SERIAL NO. (Required)			
5688	87-63			
5. BRAND NAME (Required)				
Meier's			4. TYPE OF APPLICATION (Check Applicable Box) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)	
6. CLASS AND TYPE (Required)				
Spiced Wine				
7. FANCIFUL NAME (If Any)				
Old Fashioned Spiced Wine			8. VINTAGE (Wine Only)	
9. AGE (Distilled SPIRITS)				
10. FORMULA NO. (If Any)			11. LAB. ANALYSIS NO.	
112				
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corks, etc.)				
Net contents blown into bottle				

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	ATIF
11/17/87	Meier's Wine Cellars, Inc. <i>Edward M. Meier</i>	

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
NOV 19 1987	<i>Stephen C. Higgins</i>

FOR ATF USE ONLY	
QUANTITIES	TERMINATION DATE (If Any)
Two different label sizes for 750ml and 1.5L.	

AFFIX COMPLETE SET OF LABELS BELOW *FACE*

*BACK*

PMTZ-001959

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL**  
 (See Instructions and Paperwork Reduction Act Notice on Back)

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>			3. NAME AND ADDRESS AND PLANT REGISTRY NO. OR BASIC PERMIT NO. OF APPLICANT  <b>Meier's Wine Cellars, Inc.</b> 6955 Plainfield Pike Silvertown, Cincinnati, Ohio 45236 B.W. OH 45
ID			
CT	8209	OR AP	
1. VENDOR CODE (Required)	5688	2. SERIAL NO. (Required)	
5. BRAND NAME (Required)	Meier's		
6. CLASS AND TYPE (Required)	Black Cherry Wine		
7. FANCIFUL NAME (If Any)	Labrusca Black Cherry Wine		
8. VINTAGE (Wine Only)	9. AGE (Distilled SPIRITS)		
10. FORMULA NO. (If Any)	123	11. LAB. ANALYSIS NO.	
12. STATE ANY WORDING, NOT SHOWN ON LABELS (Caps, corks, etc.)			4. TYPE OF APPLICATION (Check Applicable Box)
Net contents blown into bottle			a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "FOR SALE IN _____ ONLY" (Fill in State abbreviation) c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)

**PART II - APPLICANT'S CERTIFICATION**

The applicant hereby declares under the penalties of perjury that to the best of his/her knowledge and belief all statements appearing in the above application are true and correct and the representations of the labels and in the supplemental documents truly and correctly represent the contents of the containers to which such labels will be applied. Additionally, the applicant for exemption from label approval further certifies that the product will be exclusively disposed of in the State shown in item 4b. and that each container will bear the legend "For Sale in (State shown in item 4b.) only".

13. DATE OF APPLICATION	14. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
12/3/87	Meier's Wine Cellars, Inc. <i>Edward M. Meier</i> ATF

**PART III - ATF CERTIFICATE**

This certificate is issued subject to applicable laws and regulations and conditions as set forth on the back of this form.

15. DATE ISSUED	16. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS
DEC 07 1987	<i>Stephen C. Higgins</i>

**FOR ATF USE ONLY**

QUALIFICATIONS	TERMINATION DATE (If Any)
Two different label sizes for 750ml and 1.5L.	

PMTZ-001960

AFFIX COMPLETE SET OF LABELS BELOW

FACE

BACK

# MEIER'S

A semi-dry red wine with a refreshing fruity taste  
serve well chilled.



## LA BRUSCA BLACK CHERRY

AMERICAN RED WINE & NATURAL BLACK CHERRY FLAVOR

PRODUCED & BOTTLED BY MEIER'S WINE CELLARS, INC., SILVERTON, OH  
BONDED WINERY NO. 45 ALCOHOL 12% BY VOLUME

# MEIER'S LA BRUSCA BLACK CHERRY

This is a natural red American wine that has a refreshing fruity taste perfect for today's lifestyles.

Choice grapes are pressed, fermented and blended with natural black cherry flavor to produce a wine that is the perfect companion to meals and snacks. Serve well chilled.

Turn ordinary meals into special occasions. Write to Meier's Wine Cellars, Silvertown, Ohio 45236 for our free recipe booklet.

CONTAINS SULFITES

750 ML

SHOULDER



NECK



ATF

OBSC

EXHIBIT J

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION OF LABEL APPROVAL**  
**UNDER FEDERAL ALCOHOL ADMINISTRATION ACT**

(See Instructions and Conditions on Reverse)

FOR ATF USE ONLY		PART I - APPLICATION	
DOCUMENT SERIAL NO.		3. THE FOLLOWING PERMITTEE APPLIES FOR A CERTIFICATE OF LABEL APPROVAL FOR AN ALCOHOLIC BEVERAGE TO BE INTRODUCED INTO COMMERCE IN CONTAINERS BEARING THE LABELS AFFIXED BELOW:  MEIER'S WINE CELLARS, INC. 6955 Plainfield Pike Silverton, Cincinnati, Ohio 45236	
CLASS AND TYPE CODE <i>8009</i>			
1. IDENTIFICATION			
a. VENDOR CODE 5688			
b. BRAND NAME Meier's			
c. CLASS AND TYPE Rose <sup>1</sup>		4. STATE ANY WORDING, EXCEPT REQUIRED INDICIA ON CONTAINER, NOT SHOWN ON LABELS (Caps, celloseals, etc. If optional, so indicate)  Net Contents Blown Into Bottle	
d. FORMULA NUMBER(S) (If any)			
e. PLANT REG. NO. OR BASIC PERMIT NO. B.W. OH 45			
2. APPLICANT'S SERIAL NO. (Required) 632			
THE APPLICANT HEREBY DECLARES, UNDER THE PENALTIES OF PERJURY, THAT TO THE BEST OF HIS KNOWLEDGE AND BELIEF ALL STATEMENTS APPEARING IN THIS APPLICATION, INCLUDING REPRESENTATIONS ON LABELS AND IN SUPPLEMENTARY DOCUMENTS, ARE TRUE AND CORRECT, AND TRULY AND CORRECTLY REPRESENT THE CONTENTS OF THE CONTAINERS TO WHICH SUCH LABELS WILL BE APPLIED.			
5. DATE OF APPLICATION April 19, 1985		6. SIGNATURE OF APPLICANT OR SIGNATURE AND TITLE OF AUTHORIZED AGENT Meier's Wine Cellars, Inc. <i>[Signature]</i> ATIF	
PART 2 - CERTIFICATE OF LABEL APPROVAL			
THIS CERTIFICATE OF LABEL APPROVAL IS ISSUED SUBJECT TO THE FOLLOWING QUALIFICATIONS AND TO THE CONDITIONS ON THE REVERSE.			
7. DATE ISSUED APR 22 1985		8. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>[Signature]</i>	
FOR ATF USE ONLY			
QUALIFICATIONS  A STATEMENT OF NET CONTENTS MUST BE BLOWN OR BRACED INTO BOTTLE OR CONTAINER AS 1.5 liter			
AFFIX LABELS BELOW		FACE	



BACK

**MEIER'S  
ISLE ST. GEORGE  
ROSE**

We are extremely proud that our Isle St. George is the first island vineyard in the United States designated by the Government as a specific viticultural area because of its distinctive and unique grape-growing characteristics.

The lake water surrounding the island acts as a natural radiator, producing an unusually long, temperate growing season of more than 200 frost-free days.

You will love the soft, mellow taste and rose-petal color of Meier's Isle St. George Rose. This semi-dry wine is delightful when served by itself, or as an accompaniment to any meal. Serve chilled. 1.5 L

PMTZ-001937

DEPARTMENT OF THE TREASURY—BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION OF LABEL APPROVAL**  
**UNDER FEDERAL ALCOHOL ADMINISTRATION ACT**

(See Instructions and Conditions on Reverse)

**PART I — APPLICATION**

<b>FOR ATF USE ONLY</b>		<p>3. THE FOLLOWING PERMITTEE APPLIES FOR A CERTIFICATE OF LABEL APPROVAL FOR AN ALCOHOLIC BEVERAGE TO BE INTRODUCED INTO COMMERCE IN CONTAINERS BEARING THE LABELS AFFIXED BELOW:</p> <p><b>Meier's Wine Cellars, Inc.</b>          6955 Plainfield Road          Silverton, Cincinnati, Ohio 45236</p>
DOCUMENT SERIAL NO.		
CLASS AND TYPE CODE	8009	
1. IDENTIFICATION		
a. VENDOR CODE	5688	
b. BRAND NAME	Meier's	
c. CLASS AND TYPE	Rose	<p>4. STATE ANY WORDING, EXCEPT REQUIRED INDICIA ON CONTAINER, NOT SHOWN ON LABELS (Caps, celloseals, etc. If optional, so indicate)</p> <p><b>Net Contents Blown Into Bottle</b></p>
d. FORMULA NUMBER(S) (If any)		
e. PLANT REG. NO. OR BASIC PERMIT NO.	B.W. OH 45	
2. APPLICANT'S SERIAL NO. (Required)	617	

THE APPLICANT HEREBY DECLARES, UNDER THE PENALTIES OF PERJURY, THAT TO THE BEST OF HIS KNOWLEDGE AND BELIEF ALL STATEMENTS APPEARING IN THIS APPLICATION, INCLUDING REPRESENTATIONS ON LABELS AND IN SUPPLEMENTARY DOCUMENTS, ARE TRUE AND CORRECT, AND TRULY AND CORRECTLY REPRESENT THE CONTENTS OF THE CONTAINERS TO WHICH SUCH LABELS WILL BE APPLIED.

5. DATE OF APPLICATION	1-18-85	6. SIGNATURE OF APPLICANT OR SIGNATURE AND TITLE OF AUTHORIZED AGENT	Meier's Wine Cellars, Inc. <i>Pam Boone</i> Pam Boone ATF
------------------------	---------	--	---

**PART 2 — CERTIFICATE OF LABEL APPROVAL**

THIS CERTIFICATE OF LABEL APPROVAL IS ISSUED SUBJECT TO THE FOLLOWING QUALIFICATIONS AND TO THE CONDITIONS ON THE REVERSE.

7. DATE ISSUED	JAN 22 1985	8. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS	<i>Stephen E. Higgins</i>
----------------	-------------	---	---------------------------

FOR ATF USE ONLY

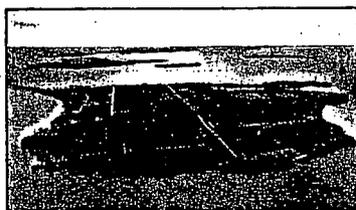
QUALIFICATIONS

FACE

BACK

AFFIX LABELS BELOW

**MEIERS**  
*Isle St. George*  
 OHIO  
**ROSE**



MEIER'S VINEYARDS, ISLE ST. GEORGE, OHIO  
 AN APPROVED DISTINCTIVE VITICULTURAL AREA

VINTED AND BOTTLED BY MEIER'S WINE CELLARS, INC., SILVERTON, OHIO  
 BONDED WINERY NO. 45      ALCOHOL 12% BY VOLUME

**MEIER'S**  
**ISLE ST. GEORGE**  
**ROSE**

We are extremely proud that our Isle St. George is the first island vineyard in the United States designated by the Government as a specific viticultural area because of its distinctive and unique grape-growing characteristics.

The lake water surrounding the island acts as a natural radiator, producing an unusually long, temperate growing season of more than 200 frost-free days.

You will love the soft, mellow taste and rose-petal color of Meier's Isle St. George Rose. This semi-dry wine is delightful when served by itself, or as an accompaniment to any meal. Serve chilled.

750 ML



PMTZ-001938

EXHIBIT K

DEPARTMENT OF THE TREASURY - BUREAU OF ALCOHOL, TOBACCO AND FIREARMS  
**APPLICATION FOR AND CERTIFICATION OF LABEL APPROVAL**  
**UNDER FEDERAL ALCOHOL ADMINISTRATION ACT**  
*(See Instruction and Conditions on Reverse)*

**PART I - APPLICATION**

<b>FOR ATF USE ONLY</b>		<p>3. THE FOLLOWING PERMITTEE APPLIES FOR A CERTIFICATE OF LABEL APPROVAL FOR AN ALCOHOLIC BEVERAGE TO BE INTRODUCED INTO COMMERCE IN CONTAINERS BEARING THE LABELS AFFIXED BELOW:</p> <p>MEIER'S WINE CELLARS, INC.          6955 Plainfield Pike          Silverton, Cincinnati, Ohio 45236</p>
DOCUMENT SERIAL NO.		
CLASS AND TYPE CODE <b>8100</b>		
1. IDENTIFICATION		
a. VENDOR CODE 5688		
b. BRAND NAME MEIER'S		
c. CLASS AND TYPE Catawba Wine		<p>4. STATE ANY WORDING, EXCEPT REQUIRED INDICIA ON CONTAINER, NOT SHOWN ON LABELS (<i>Caps, corks, etc. If optional, so indicate</i>)</p> <p>Net contents blown into bottle.</p>
d. FORMULA NUMBER(S) (If any)		
e. PLANT REG. NO. OR BASIC PERMIT NO. 8-W-95		
2. APPLICANT'S SERIAL NO. (Required) 274		

THE APPLICANT HEREBY DECLARES, UNDER THE PENALTIES OF PERJURY, THAT TO THE BEST OF HIS KNOWLEDGE AND BELIEF ALL STATEMENTS APPEARING IN THIS APPLICATION, INCLUDING REPRESENTATIONS ON LABELS AND IN SUPPLEMENTARY DOCUMENTS, ARE TRUE AND CORRECT, AND TRULY AND CORRECTLY REPRESENT THE CONTENTS OF THE CONTAINERS TO WHICH SUCH LABELS WILL BE APPLIED.

6. DATE OF APPLICATION April 3, 1980	8. SIGNATURE OF APPLICANT OR SIGNATURE AND TITLE OF AUTHORIZED AGENT <i>Serald R. Vitek</i>
---	--

**PART 2 - CERTIFICATE OF LABEL APPROVAL**

THIS CERTIFICATE OF LABEL APPROVAL IS ISSUED SUBJECT TO THE FOLLOWING QUALIFICATIONS AND TO THE CONDITIONS ON THE REVERSE.

7. DATE ISSUED <b>APR 8 1980</b>	8. SIGNATURE OF DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS <i>[Signature]</i>
-------------------------------------	---

FOR ATF USE ONLY

QUALIFICATIONS

AFFIX LABELS BELOW

# MEIER'S

This moderately-sweet, Native American wine is especially light and smooth. Sweet Catawba has a distinctive flavor and pleasant taste that is good with snacks, or is a refreshing beverage by itself. Serve well chilled.

Great Wines  
for over 100 Years.

PMTZ-001923



## LIGHT AND DELICATE CATAWBA WINE

Produced and Bottled by Meier's Wine Cellars, Inc., Silverton, Ohio  
 Bonded Winery No. 45 Alcohol 12% by Volume

**EXHIBIT K**  
 Memorandum in Support of  
 Motion for Summary Judgment

EXHIBIT L

APPLICATION FOR AND CERTIFICATION OF LABEL APPROVAL  
UNDER FEDERAL ALCOHOL ADMINISTRATION ACT

Part 1. APPLICATION

For IRS Use Only UNIVERSAL NUMERIC CODE CLASS AND TYPE 8309	2. The following permittee applies for a certificate of label approval for an alcoholic beverage to be introduced into commerce in containers bearing the labels affixed below.	MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD PIKE SILVERTON, CINCINNATI, OHIO 45236
VENDOR 5688		
1. IDENTIFICATION (a) BRAND NAME MEIER'S		
(b) CLASS AND TYPE BLACKBERRY WINE - RED		
(c) PLANT REG. NO. OR BASIC PERMIT NO. 8-W-95	4. APPLICANT'S SERIAL NO. (If any)	
3. STATE ANY WORDING, EXCEPT REQUIRED INDICIA ON CONTAINER, NOT SHOWN ON LABELS. (Caps, corks, etc.) IF OPTIONAL SO INDICATE.		

The applicant hereby declares, under the penalties of perjury, that to the best of his knowledge and belief all statements appearing in this application, including representations on labels and in supplementary documents, are true and correct, and truly and correctly represent the contents of the containers to which such labels will be applied.

5. DATE OF APPLICATION MARCH 10, 1970	SIGNATURE OF APPLICANT OR SIGNATURE AND TITLE OF AUTHORIZED AGENT <i>Jack P. Sonneman</i> VICE PRESIDENT
--	--

Part 2. CERTIFICATE OF LABEL APPROVAL

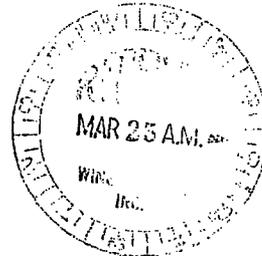
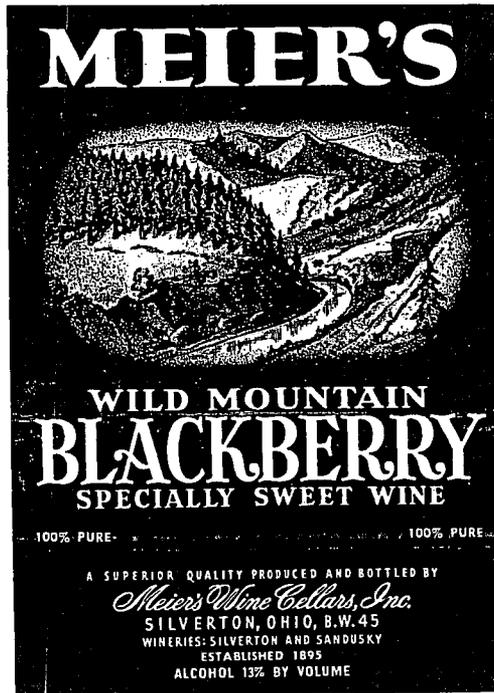
This certificate of label approval is issued subject to the following qualifications and to the conditions on the back of this page.

6. DATE ISSUED MAR 20 1970	DIRECTOR, ALCOHOL, TOBACCO AND FIRE ARMS DIVISION <i>Charles J. [Signature]</i>
-------------------------------	--

For Use of Internal Revenue Service Only  
QUALIFICATIONS

A STATEMENT OF NET CONTENTS MUST BE BLOWN  
OR BRANDED INTO BOTTLE OR CONTAINER

AFFIX LABELS BELOW



PMTZ-001918

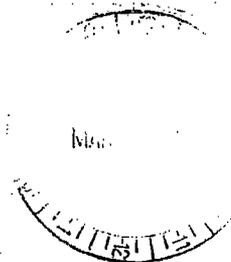


EXHIBIT L

Memorandum in Support of  
Motion for Summary Judgment

## 1. INSTRUCTIONS

- A. The application must be printed or typed, signed in ink, and filed in duplicate with the Director, Alcohol, Tobacco and Firearms Division, Internal Revenue Service, 1111 Constitution Avenue, N.W., Washington, D.C. 20224. A separate application must be filed for each set of labels for each bottling address. If the bottler wants an extra copy of the approval certificate, he should file this form in triplicate.
- B. The application must be executed and filed by the person, firm, or corporation who will bottle or pack the distilled spirits, wine, or malt beverages. For products in customs custody which have been imported in original containers, the application must be executed and filed by the importer or by his transferee in bond.
- C. Glue to the original and duplicate of this application a set of labels for which approval is requested. Indicate whether the labels are to appear on the front or on the back of bottle. If the labels are on can flats or on some other material on which typing is impractical, affix a photostat to original and duplicate of the application.
- D. 1. For domestically produced rectified products, enclose with the application a copy of Form 27B Supplemental, showing the date such formula was approved.
2. For formula wine made by the applicant, enclose a copy of Form 698 Supplemental showing the date approved. Excluded from this requirement are venmouth and all naturally sparkling wines except bottle-fermented and bulk process champagne.
- For formula wine not made by the applicant, a statement may be substituted for a copy of the approved formula, giving the name and address of the winemaker, the number of his approved formula, and the approval date.
- E. Show color of wine in item 1(b) if color is not indicated in the class and type designation on the label.
- F. In the case of rum, state in item 1(b) whether the product is "light" or "dark" if such information is not indicated on the labels.

## 2. CONDITIONS FOR APPROVING LABELS

This certificate of label approval covers products in containers bearing a set of labels identical to the set affixed to the face of this certificate. It also covers products in containers bearing labels differing in only the following ways from those affixed to this certificate:

- (a) in proportionate size of labels;
- (b) in net content statement;
- (c) in name of responsible importer of the product;
- (d) in statements on the "Government Label" on distilled spirits;
- (e) in proof stated on domestically bottled distilled spirits;
- (f) in period of age stated on distilled spirits;
- (g) in name and registry number of the distiller of spirits bottled in bond;
- (h) in stated vintage;
- (i) in registry number;
- (j) by adding to the address or trade name, or by addition; provided the product or any

(k) in the case of malt beverages, by adding a statement of alcoholic content in the exact form required by the state in which the beverage is to be sold.

(l) in the case of wines, a change in the alcoholic content statement, if within the prescribed limitation in the alcoholic content of any class or type of wine within the same taxable grade.

This certificate of label approval covers the identified products and authorizes their removal from the plant where bottled or packed, or from customs custody, for introduction in commerce only under the following conditions:

- (1) The packaging, marking, branding, labeling, and size and fill of the containers of these products must comply with the Federal Alcohol Administration Act and the regulations issued under it.

contents of the containers must conform to the contents and representations made on them.

This certificate shall not relieve any person from liability for the Federal Alcohol Administration Act or the regulations issued under it.

PMTZ-001919

APPROVED FEB 1 1970  
OHIO DEPT. OF LIQUOR CONTROL

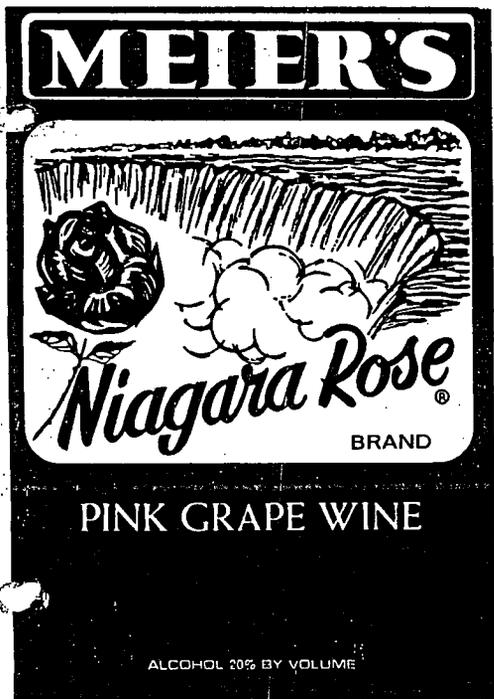
RESUBMISSION

Form 1649 (REVISED JUNE 1968) U.S. TREASURY DEPARTMENT INTERNAL REVENUE SERVICE	<b>APPLICATION FOR AND CERTIFICATION OF LABEL APPROVAL                  UNDER FEDERAL ALCOHOL ADMINISTRATION ACT</b>
<b>Part 1. APPLICATION</b>	
For IRS Use Only UNIVERSAL NUMERIC CODE CLASS AND TYPE 8800	2. The following permittee applies for a certificate of label approval for an alcoholic beverage to be introduced into commerce in containers bearing the labels affixed below.
VENDOR 5688	[ MEIER'S WINE CELLARS, INC. 6955 PLAINFIELD PIKE SILVERTON, CINCINNATI, OHIO 45236 ]
1. IDENTIFICATION (a) BRAND NAME MEIER'S	
(b) CLASS AND TYPE NIAGARA ROSE	
(c) PLANT REG. NO. OR BASIC PERMIT NO. 8-W-95	4. APPLICANT'S SERIAL NO. (If any)
3. STATE ANY WORDING, EXCEPT REQUIRED INDICIA ON CONTAINER, NOT SHOWN ON LABELS. (Caps, cellophane, etc.) IF OPTIONAL SO INDICATE.	
The applicant hereby declares, under the penalties of perjury, that to the best of his knowledge and belief all statements appearing in this application, including representations on labels and in supplementary documents, are true and correct, and truly and correctly represent the contents of the containers to which such labels will be applied.	
5. DATE OF APPLICATION APRIL 28, 1970	SIGNATURE OF APPLICANT OR SIGNATURE AND TITLE OF AUTHORIZED AGENT <i>Jack P. Sonneman</i> VICE PRESIDENT JACK P. SONNEMAN
<b>Part 2. CERTIFICATE OF LABEL APPROVAL</b>	
This certificate of label approval is issued subject to the following qualifications and to the conditions on the reverse of this page.	
6. DATE ISSUED JUN 10 1970	DIRECTOR, ALCOHOL AND TOBACCO TAX DIVISION <i>Shirley C. Green</i>
For Use of Internal Revenue Service Only <b>QUALIFICATIONS</b>	

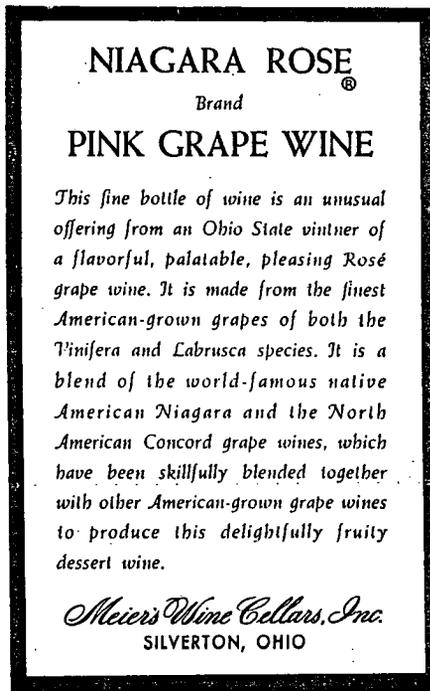
A STATEMENT OF NET CONTENTS MUST BE BLOWN  
OR BRANDED INTO BOTTLE OR CONTAINER

AFFIX LABELS BELOW

PMTZ-001920



(FRONT LABEL)



(BACK LABEL)

SEE INSTRUCTIONS AND CONDITIONS ON REVERSE

EXHIBIT M

FORM 1649 (REV. 9-57) (Combines Form 1647 and Form 1649)	U. S. TREASURY DEPARTMENT - INTERNAL REVENUE SERVICE <b>LABEL APPROVAL</b> UNDER FEDERAL ALCOHOL ADMINISTRATION ACT	1. APPLICANT'S SERIAL NO. (If any)
--	---	---------------------------------------

**SECTION I APPLICATION**

2. NAME OF PERMITEE AS SHOWN ON BASIC PERMIT, OR NAME OF BREWER (Include trade name, if used on these labels) AND P.O. ADDRESS OF BOTTLING PLANT  Meier's Wine Cellars, Inc. 6955 Plainfield Pike Silverton, Cincinnati, Ohio	3. IN CASE OF IMPORTS ONLY - (Permittee is) (Check applicable box) <input type="checkbox"/> IMPORTER <input type="checkbox"/> TRANSFEREE IN BOND  4. BASIC PERMIT NO.  8-W-95
---	---

5. THE ABOVE LISTED PERMITEE HEREBY MAKES APPLICATION FOR A CERTIFICATE OF LABEL APPROVAL FOR AN ALCOHOLIC BEVERAGE TO BE INTRODUCED IN COMMERCE IN CONTAINERS BEARING THE LABELS AFFIXED HERETO, AND IDENTIFIED AS:

A. BRAND NAME  MEIER'S	B. CLASS AND TYPE  Isle St. George Burgundy
------------------------------	---

6. STATE ANY WORDING, EXCEPT REQUIRED INDICIA ON CONTAINER, NOT SHOWN ON LABELS. (Caps, celloseals, etc.) IF OPTIONAL SO INDICATE.

7. CERTIFICATE TO BE MAILED TO (Name and address)  
Meier's Wine Cellars, Inc., 6955 Plainfield Pike, Silverton, Cincinnati, Ohio 45236

The applicant hereby declares, under the penalties of perjury, that to the best of his knowledge and belief all statements appearing in this application, including representations on labels and in supplementary documents, are true and correct, and truly and correctly represent the contents of the containers to which such labels will be applied.

8. DATE December 16, 1963	SIGNATURE OF APPLICANT OR SIGNATURE AND TITLE OF AUTHORIZED AGENT  <i>Jack Blomeman</i> Vice President
------------------------------	--

**INSTRUCTIONS**

- |   |  |
|---|--|
| <p>A. Application must be printed or typed; must be signed in ink, and filed in duplicate with the Director, Alcohol and Tobacco Tax Division, Internal Revenue Service, Washington 25, D. C. A separate application must be filed for each set of labels and for each bottling address. If extra approval certificate is desired for same set of labels additional application must be submitted.</p> <p>B. The application must be executed and filed by the person, firm or corporation who will actually bottle or pack the distilled spirits, wine, or malt beverages, except that in the case of distilled spirits, wine and malt beverages in customs custody (whether or not in the original containers in which imported), it must be executed and filed by the importer thereof, or if not available, by his transferee in bond.</p> <p>C. Glue to the reverse side of original and duplicate hereof, with rubber base paper cement or other similar adhesive, a set of labels identical with those for which approval is desired, except in the case of can flats or labels not capable of being passed through a typewriter—enclose but do not attach, two (2) copies of such labels or can flats. Beside each label mark whether "Front Label" or "Back Label." Optional labels must be marked "Optional."</p> | <p>D. 1. In the case of rectified products, a copy of the approved formula on Form 27B Supplemental, showing the date approved, must accompany the application.</p> <p>2. In the case of formula wine made by the applicant, (except venmouth and naturally sparkling wines other than bottle fermented and bulk process champagne) a copy of the approved formula on Form 698 Supplemental, showing the approval date, must accompany the application. In the case of all formula wine not made by the applicant, a statement of the formula and address of the winemaker, the number of the formula and its approval date, may be submitted with the application in lieu of the copy of the approved formula.</p> <p>E. Where application covers labels for standard domestic wine which are to be used on more than one type of such wine, such types must be listed in 5B above, and the labels for such other wines must be identical, except for the type designation, with those attached hereto, e.g., if label attached covers California Port, and identical labels (except for designation) are to be used under the same certificate of approval, such other additional designation as "Sherry," "Muscatel," "White Port," "Dry Sherry," etc., must be included in item 5B with the designation "California Port."</p> |
|---|--|

**SECTION II CERTIFICATE OF LABEL APPROVAL**

Certificate of label approval is hereby issued, subject to the conditions and qualifications, if any, stated on the reverse hereof, to cover products the containers of which bear a set of labels identical with set affixed to the reverse side hereof, and in addition, to cover products the containers of which bear labels which differ from those affixed hereto only, and in no other respect, than by reason of (a) a change in the proportionate size of the labels, (b) a change in the net content statement, (c) as to imported products, a change in the name of the responsible importer, (d) as to distilled spirits, a change in the statements appearing on the "Government Label," if any, used, (e) as to domestically bottled whiskey, brandy, rum, gin, vodka, rye liqueur, bourbon liqueur, rock and rye, rock and bourbon, rock and brandy, or rock and rum, a change in the proof stated, also a permissible change in proof for flavored brandy, flavored gin, and flavored vodka, (f) as to distilled spirits, a change in the period of age stated, (g) a change in the name and registry number of the distiller in the case of spirits bottled in bond, (h) as to wine, a change in the vintage date stated, (i) as to standard domestic wines, a change in the designation where itemized in 5B above (See Instructions E above), (j) as to wine a change in the registry number of the premises if shown on label, or (k) the addition of another label stating the name and address of the wholesaler or retailer, preceded by a descriptive phrase such as "bottled for," "selected for," or "imported for," and containing no reference to the product or any of its characteristics.

This certificate of label approval covers the identified products and authorizes their removal from the plant where bottled or packed, or from customs custody, for introduction in commerce, only if the packaging, marking, branding, and labeling and size and fill of the containers of such products comply with such Act and Regulations, and only if the contents of such containers conform to the statements and representations made thereon. This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, or regulations issued thereunder.

9. DATE ISSUED  DEC 24 1963	DIRECTOR, ALCOHOL AND TOBACCO TAX DIVISION  <i>Steven L. Thomas</i>
-----------------------------------	---

**EXHIBIT M**  
Memorandum in Support of  
Motion for Summary Judgment

PMTZ-001912

APPROVED

LABEL APPROVAL

APP. SERIAL NO., IF ANY

FOR USE OF INTERNAL REVENUE SERVICE ONLY

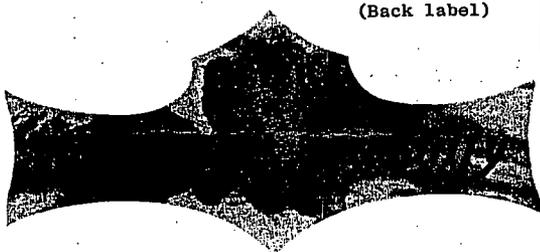
REMARKS

A STATEMENT OF NET CONTENTS MUST BE BLOWN OR BRANDED INTO BOTTLE OR CONTAINER.

AFFIX LABELS BELOW



(Front label)



(Back label)

(Neck Band)

### ISLE ST. GEORGE VINEYARDS

Latitude 41°45' N. Longitude 82°35' W. Altitude at Airport 585'  
These world-famous vineyards are located on an island in Lake Erie, situated:

- 18 air miles north, northwest of Sandusky;
- 38 air miles east, northeast of Toledo;
- 39 air miles southeast of Detroit.

Isle St. George was first settled in 1844, and its vineyards comprise approximately 350 acres. It is the world's largest contiguous Catawba vineyard. The Catawba variety is a "Labrusca", which is the species that has been grown on Isle St. George since its first settlers arrived. The vines of Isle St. George flourish in climatic conditions that exist only in this minute area of the world. The soil formation of this island and the temperate breezes of the lake create a longer growing season to bring full maturity to these rarest of all of the world's wine grapes. The soil of Isle St. George is made up of several different types, however, the most prominent can be summarized as follows:

Catawba gravelly loam, Catawba loam, and Catawba silt loam. Thus, every square inch of land is highly valued and, in some cases, grape vines are planted in such shallow land that it is necessary to dynamite the area, so that a grape vine can be planted, and its long roots reach down to the limestone strata which, being porous, absorbs the fresh water from the lake, so that even during prolonged dry spells the vines are supplied with moisture from the underground surface level of the lake.

In addition to the "Labrusca" species of wine grapes that are grown on this island, there have also been added the diversification of very select French hybrids, such as are only found in the exclusive "doilems" vineyard areas of France.

Climatic records kept for many decades indicate that the average frost-free days per year on Isle St. George number a third more than for mainland vineyards.

The grapes grown on this remote, isolated and diminutive area of the world are used solely by Meier's Wine Cellars, Inc. to produce an exquisite vintage of extreme limitation.

*Meier's Wine Cellars, Inc.*  
SILVERTON, OHIO

PMTZ-001913

EXHIBIT N



**CERTIFICATE OF LABEL APPROVAL UNDER THE  
FEDERAL ALCOHOL ADMINISTRATION ACT**

Meier's Wine Cellars, Inc.

6955 Plainfield Pike

Silverton, Ohio

Pursuant to your application dated January 22, 1951, this Certificate of Label Approval is hereby issued, subject to the conditions and qualifications, if any, stated on the reverse hereof, to cover products the containers of which bear a set of labels identical with the set affixed to the reverse hereof, identified as—

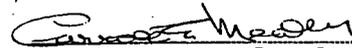
Brand name Meier's

Class and type American Muscatel

and, in addition, to cover products the containers of which bear sets of labels which differ from the set affixed to the reverse hereof by reason of (1) a change in the proportionate size of the labels, (2) a statement of different net contents, (3) a change in the statements appearing on the "Government label," if any, used as a part of such sets, (4) a change in the name and address of the person responsible for the importation, (5) a change in the vintage date for wine, (6) a statement of a different age, or (7) a statement of a different proof for whiskey, brandy, rum, gin, vodka, rye liqueur, bourbon liqueur, rock and rye, rock and bourbon, rock and brandy, or rock and rum, domestically bottled.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act or regulations issued thereunder, and shall cover the identified products and authorize their removal from the plant where bottled or packed, or from customs custody, for introduction in commerce, only if the packaging, marking, branding, and labeling and size and fill of the containers of such products comply with such act and regulations, and only if the contents of such containers conform to the statements and representations made thereon.

Date FEB 6 1951

  
Deputy Commissioner.

U. S. GOVERNMENT PRINTING OFFICE 16-24081-2

PMTZ-001902

**EXHIBIT N**  
Memorandum in Support of  
Motion for Summary Judgment

A STATEMENT OF NET CONTENTS MUST BE BLOWN  
OR BRANDED INTO BOTTLE OR CONTAINER.

W-16313  
APPROVED 4-6-51  
OHIO DEPT. OF LIQUOR CONTROL

BY *[Signature]*

**MEIER'S**

WINEYARDS  
ISLE ST. GEORGE

Personally Selected by  
Henry J. Meier, Winemaker



*Superior*  
**AMERICAN  
MUSCATEL**

ALCOHOL - 22% BY VOLUME

SUPERIOR QUALITY MADE AND BOTTLED BY  
*Meier's Wine Cellars, Inc.*  
SILVERTON, OHIO, B.W. 45  
WINERIES: SILVERTON AND SANDUSKY

PMTZ-001903

EXHIBIT O



**CERTIFICATE OF LABEL APPROVAL UNDER THE  
FEDERAL ALCOHOL ADMINISTRATION ACT**

Meier's Wine Cellars, Inc.,

6955 Plainfield Pike,

Silverton, Ohio.

Pursuant to your application dated July 31, 1945, this Certificate of Label Approval is hereby issued, subject to the conditions and qualifications, if any, stated on the reverse hereof, to cover products the containers of which bear a set of labels identical with the set affixed to the reverse hereof, identified as—

Brand name Meier's Superior

Class and type American Muscat

and, in addition, to cover products the containers of which bear sets of labels which differ from the set affixed to the reverse hereof by reason of (1) a change in the proportionate size of the labels, (2) a statement of different net contents, (3) a change in the statements appearing on the "Government label," if any, used as a part of such sets, (4) a change in the name and address of the person responsible for the importation, (5) a change in the vintage date for wine, (6) a statement of a different age, or (7) a statement of a different proof for whiskey, brandy, rum, or gin, domestically bottled.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act or regulations issued thereunder, and shall cover the identified products and authorize their removal from the plant where bottled or packed, or from customs custody, for introduction in commerce, only if the packaging, marking, branding, and labeling and size and fill of the containers of such products comply with such act and regulations, and only if the contents of such containers conform to the statements and representations made thereon.

Date AUG. 4 1945

  
Deputy Commissioner.

U. S. GOVERNMENT PRINTING OFFICE 16-24087-1

PMTZ-001894

**EXHIBIT O**

Memorandum in Support of  
Motion for Summary Judgment

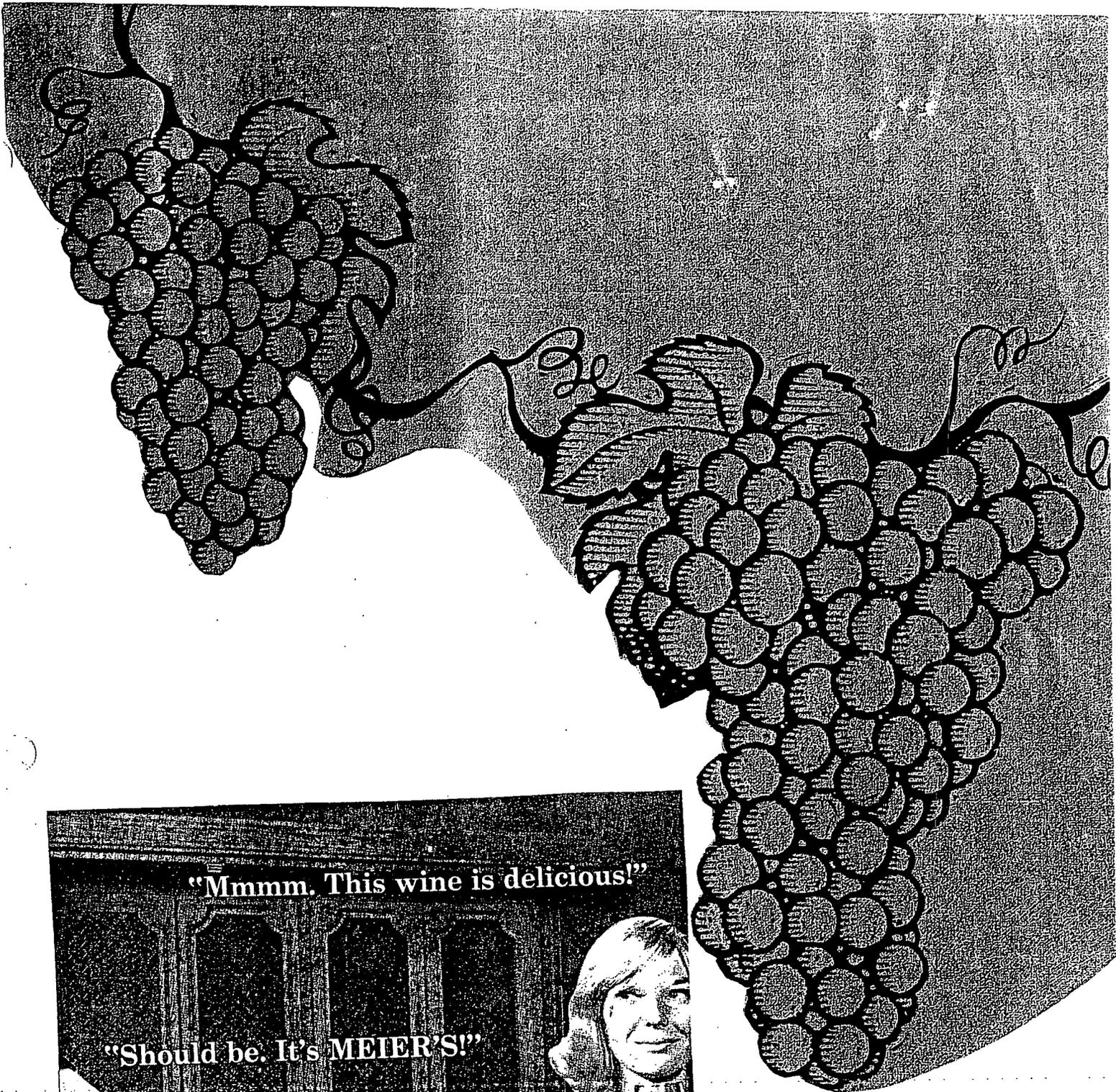
STATEMENT OF NET CONTENTS MUST BE BLOWN  
IN BRANDED INTO BOTTLE OR CONTAINER.

THIS CERTIFICATE IS OPERATIVE ONLY IF A MAXI-  
MUM PRICE IS ESTABLISHED AND IN EFFECT FOR  
EACH SALE OF THIS PARTICULAR BRAND AND PRO-  
DUCT IN ACCORDANCE WITH THE EMERGENCY PRICE  
CONTROL ACT AS AMENDED AND REGULATIONS HERE-  
TOFORE OR HEREAFTER ISSUED PURSUANT THERETO

The label is rectangular with a black background and white text and graphics. At the top, the word "MEIER'S" is written in a large, bold, serif font. Below this is a crest featuring a shield with a crown on top, flanked by two lions. To the left of the crest, the text "Personally Selected by Henry J. Meier Wine Master" is written vertically. To the right, "VINEYARDS ISLE ST. GEORGE" is written diagonally. The main text "Superior AMERICAN MUSCAT" is centered, with "Superior" in a script font and "AMERICAN MUSCAT" in a bold, serif font. Below the main text, "ALCOHOL 16% BY VOLUME" is printed in a smaller font. At the bottom, a white-bordered box contains the text: "A SUPERIOR QUALITY MANUFACTURED AND BOTTLED BY Meier's Wine Cellars, Inc. SILVERTON, OHIO, B.W. 45 WINERIES: SILVERTON AND SANDUSKY".

PMTZ-001895

EXHIBIT P



**"Mmmm. This wine is delicious!"**

**"Should be. It's MEIER'S!"**

Send for our new booklet describing MEIER'S island vineyards and featuring wine cookery recipes.

©MWC, Inc., 1964

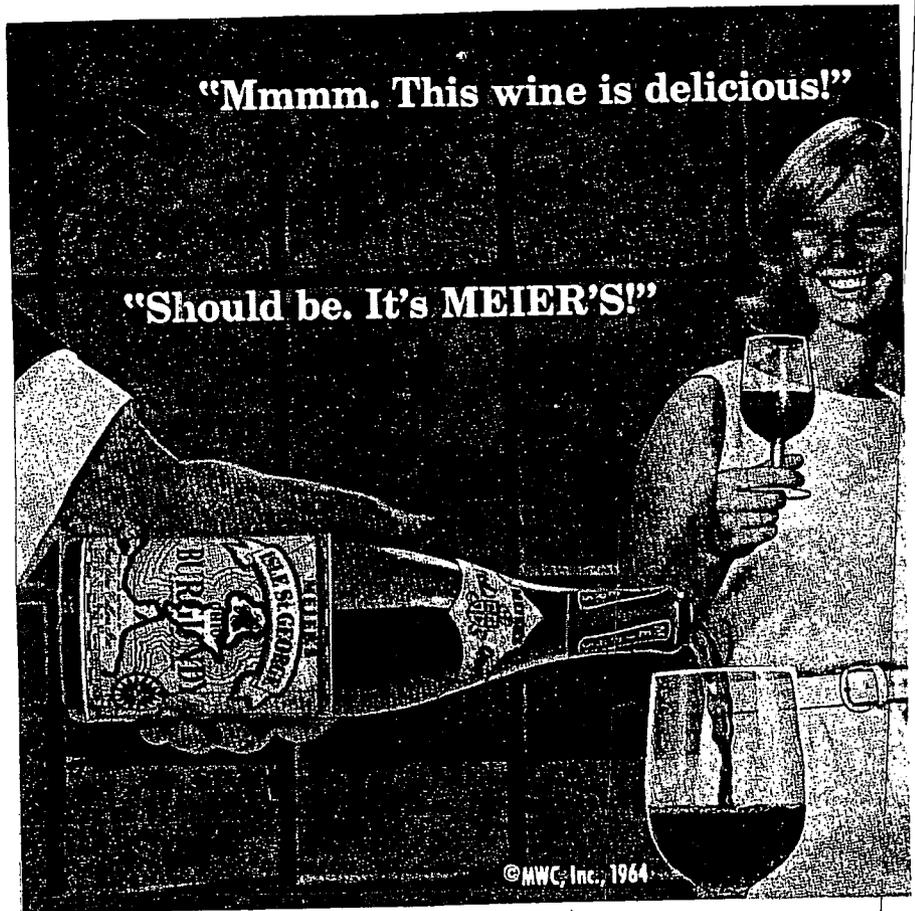
**EXHIBIT P**  
Memorandum in Support of  
Motion for Summary Judgment

"This Chablis is excellent!"

"Of course. It's MEIERS!"



Send for our new booklet describing MEIER'S island vineyards and featuring wine cookery recipes.



"Mmmm. This wine is delicious!"

"Should be. It's MEIER'S!"

©MWC, Inc., 1964

From the Famous Lake Erie Islands Wine District.



CANADA  
UNITED STATES

# MEIER'S FIVE GREAT

## ISLE ST. GEORGE WINES



*...are Captivating Wine Lovers  
all over America!*

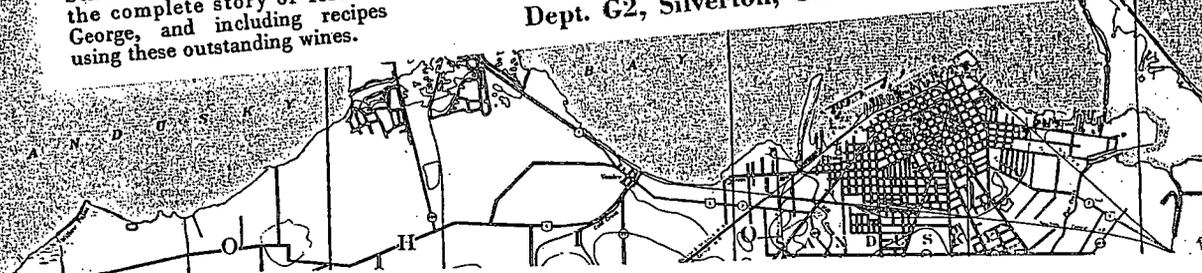


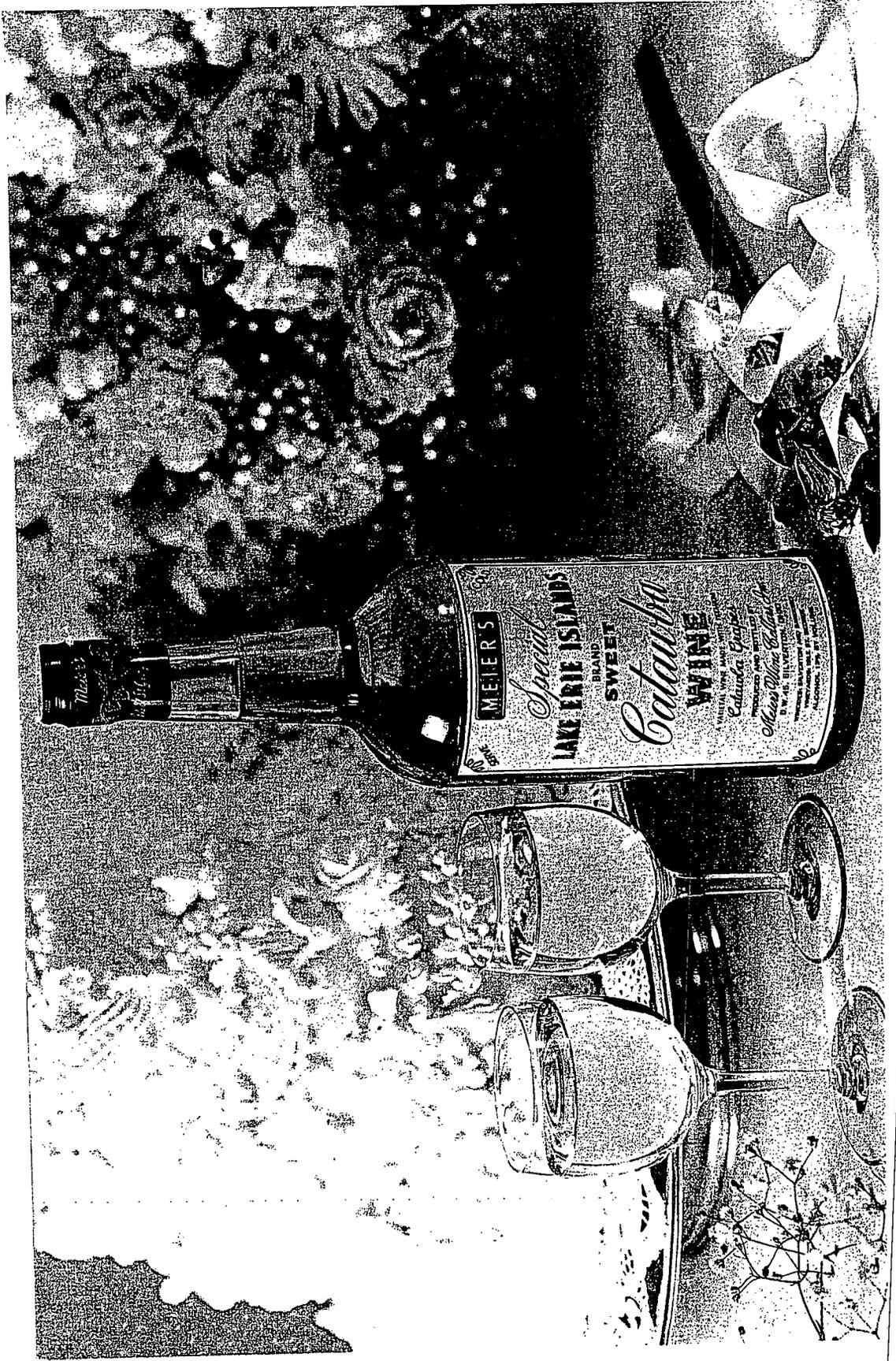
Send for our free booklet telling the complete story of Isle St. George, and including recipes using these outstanding wines.

Two Sauternes . . . a Burgundy . . . a Rosé . . . a Chablis —five unforgettably-great wines you'll fall in love with at first sip. Next time you entertain, serve one of MEIER'S Isle St. George Wines, with its distinctive, delicious flavor of our island-grown grapes. You'll be making it an occasion to remember . . . and repeat.

**MEIER'S WINE CELLARS, INC.**  
Dept. G2, Silvertown, Ohio 45236

© M.C. Inc., 1944





MEIER'S

Special

LAKE ERIE ISLANDS

BRAND

SWEET

Catawba

WINE

Catawba Vineyard

Wine of the Lake Erie Islands





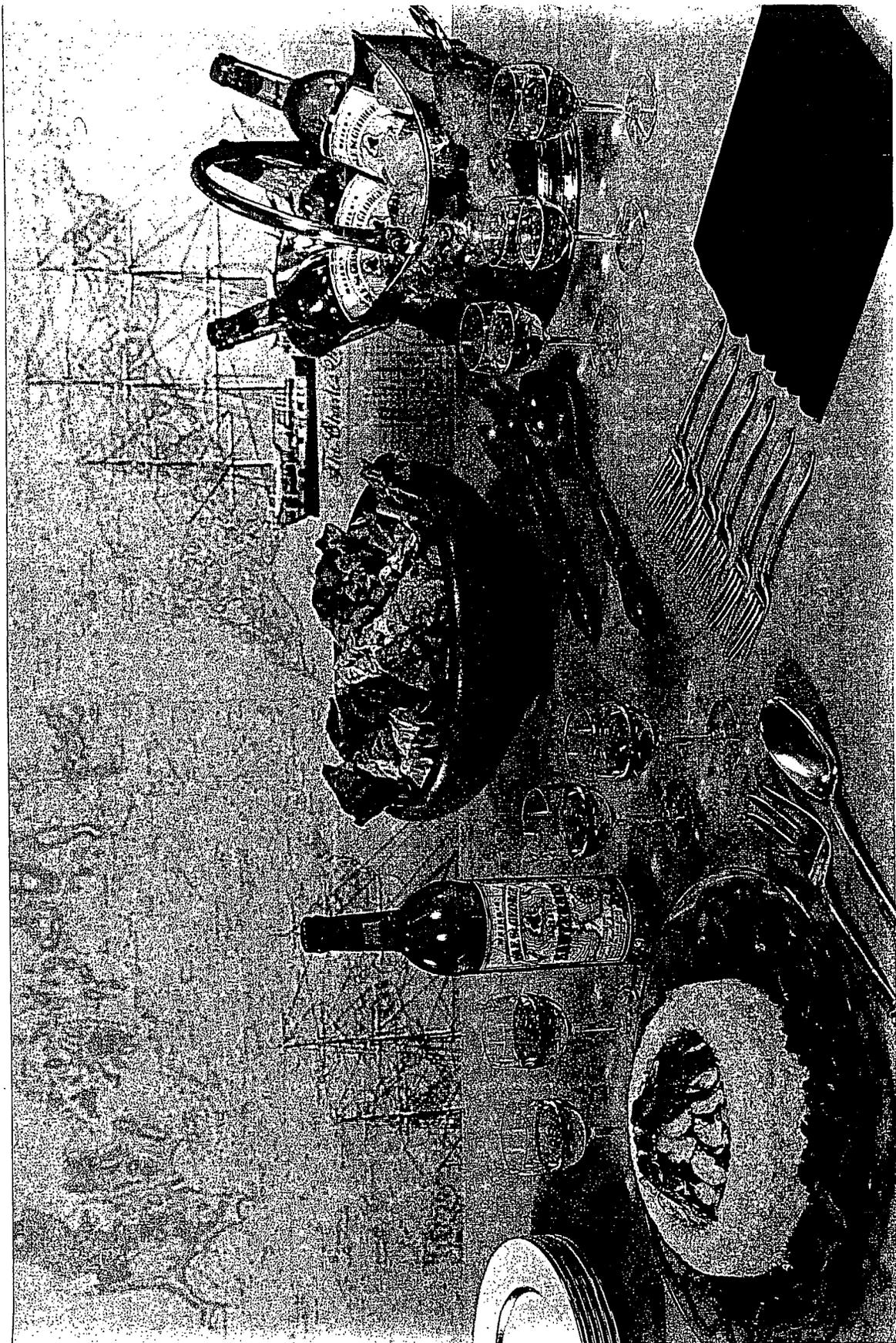
*From the Home of*  
**America's First Champagne**

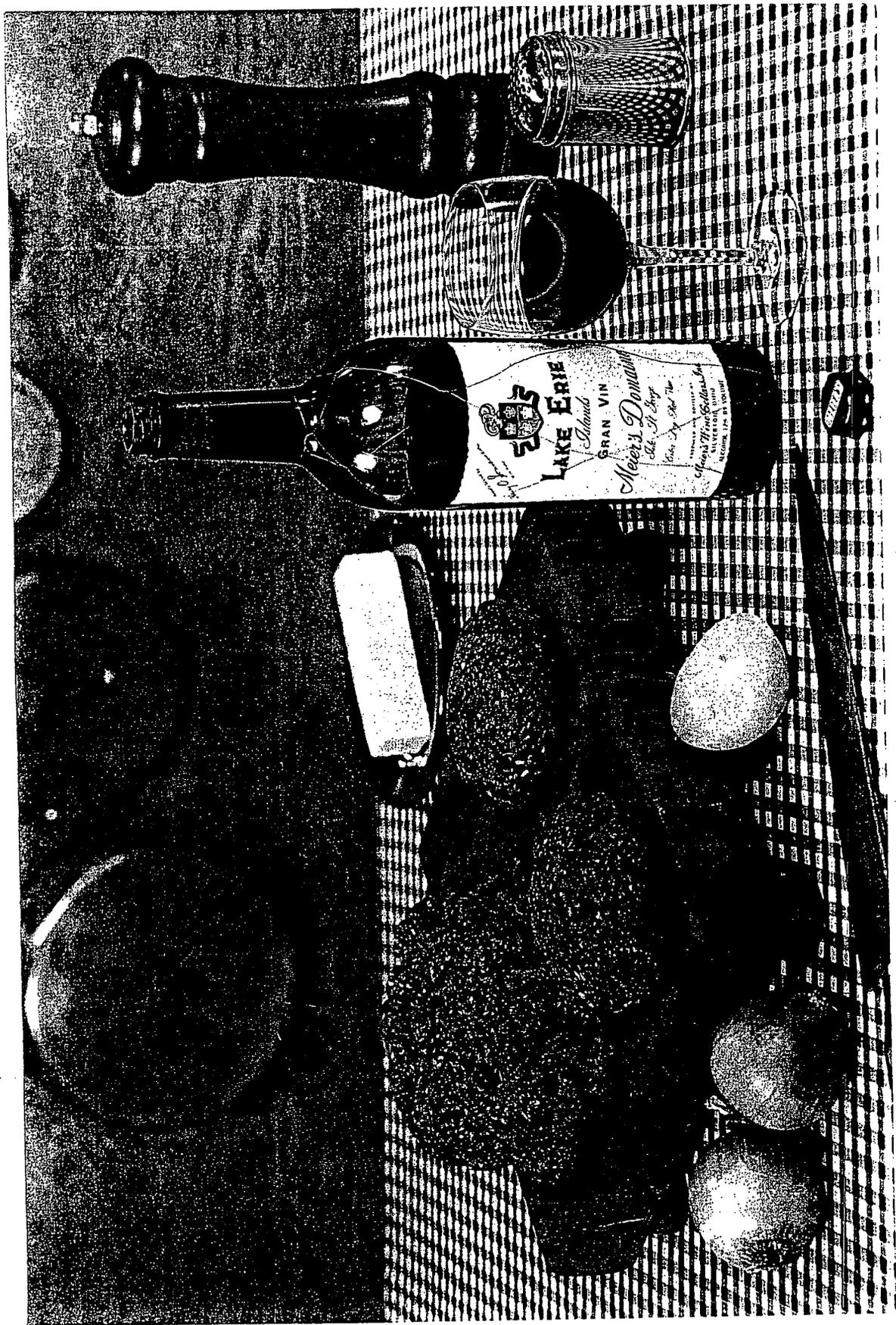


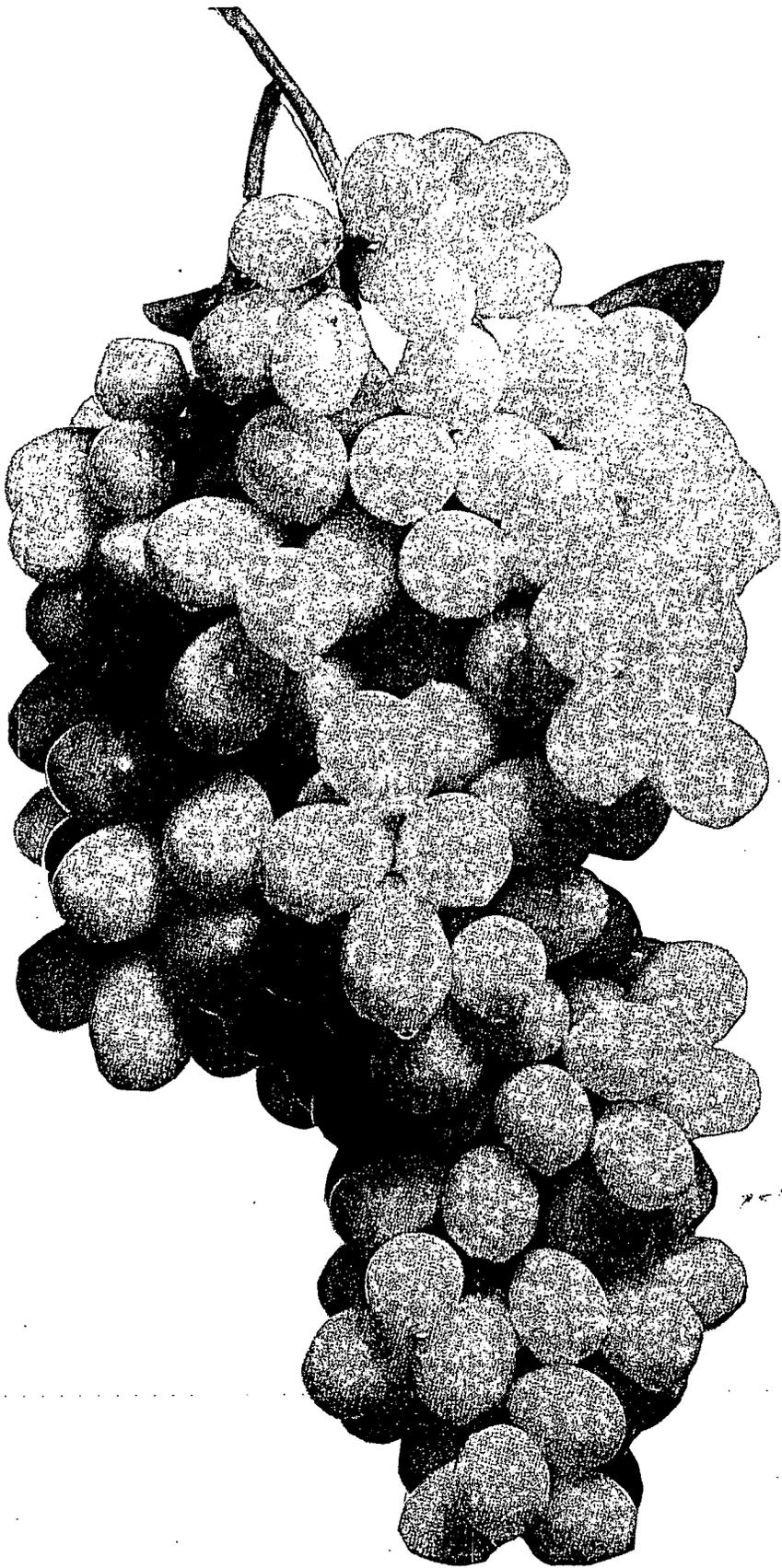
Meier's Champagne is produced from the finest varietal grapes grown on Meier's famous Isle St. George and Ohio vineyards.

*Meier's Wine Cellars, Inc.*

SILVERTON, OHIO 45236







Look For These

**MEIER'S**

Advertisements  
in These Famous

**NATIONAL  
MAGAZINES**

**MEIER'S**

*of*

**OHIO**

*Presents*



X Send today for our  
 X new booklet listing a  
 X gourmet selection of  
 X wine cookery recipes.

Two Sauternes from the Isle of St. George—  
 one medium and one rich for your dining  
 pleasure—just two of the many fine varieties  
 of wine from Ohio state and the Isle St. George.  
 Try any one of them tonight for dinner.

**MEIER'S of OHIO**

**MEIER'S WINE CELLARS, INC.**  
 Cincinnati (Silverton) Ohio 45236 • Dept. M-1

**TIME**  
THE WEEKLY NEWSMAGAZINE

McCall's

**U.S. News**  
& World Report

**House Beaut**

**Newsweek**

**CLUB**  
**Management**

*Gourmet*

*Carte Blanche*

**Woman's D**

EXHIBIT Q

## WINE COUNTRY VACATIONS

# WINERIES IN UNEXPECTED PLACES

Wherever you travel, there's likely to be wine-producing country nearby. Besides the areas surveyed below, wine-country touring awaits in Virginia, Maryland, and New Jersey in the east; Indiana and Missouri in the Midwest; and Washington and Oregon on the west coast. Contact the appropriate state travel bureaus for the particulars.

### Bucks County, Pennsylvania

The historic Delaware River tempers the climate and helps grapes grow. The small new Bucks County Vineyards and Winery (near New Hope) cultivates mostly French-American hybrids (open daily except Sundays, with special events like Bavarian dances in fall). Buckingham Valley Vineyards, south of Buckingham, also offers weekday tours.

Nearby, you can wander the bucolic towpath of the Delaware Canal, browse New Hope shops and boutiques, and visit Washington Crossing State Park. For area information, write the Bucks County Historic-Tourist Commission, Oxford Valley Mall, Langhorne, Pennsylvania 19047.

### Altus, Arkansas

Immigrant farmers started making wine from local grapes grown on the south slope of the Ozarks, near the Arkansas River, back in the 1880s. Several wineries are situated in and around Altus, most specializing in semidry sauterne and Rhine-type wines (usually open daily except Sundays). Wiederkehr's, one of the oldest, holds vintage festivals, including an Oktoberfest (October 5-6 this year).

Area attractions include a restored frontier village at Fort Smith, the Civil War battlefields at Pea Ridge, and bubbling springs at Eureka Springs. Lots of festivities are scheduled during the fall foliage season, including the Original Ozark Folk Festival at Eureka Springs (October 25-28 this year). For more information, write the Arkansas Department of Parks and Tourism,



*Mule-drawn sight-seeing barges move along the canal through New Hope, Pennsylvania, just one of the areas where wineries have become popular stops for vacationers.*

One Capitol Mall, Little Rock, Arkansas 72201.

### Berrien County, Michigan

Viniferas (table-wine grapes) flourish on fertile hills of southwestern Michigan. Some of the best wines come from Tabor Hill Vineyard and Winecellar, south of Benton Harbor in Buchanan (open daily).

Nearby, you can enjoy Lake Michigan's beaches at Dunes State Park and follow trails in the Fernwood Nature Center south of Berrien Springs. For more about area wineries and attractions, write the Travel Bureau, Michigan Department of Commerce, Box 30226, Lansing, Michigan 48909.

### Prairie du Sac, Wisconsin

At the Wollersheim Winery, overlooking the Wisconsin River 25 miles south of the Wisconsin Dells, you can learn to make your own wine at how-to seminars September 8 and 15 (\$5). The tasting room serves prizewinning French-American hybrid wines (open daily). On November 4, there's a vintage festival.

Boat rides operate through romantic gorges of the Dells till November 1. To the south, near Mount Horeb, you can visit the restored immigrant settlement of Little Norway and the Swiss Historical Village of New Glarus, where there's a Wilhelm Tell Festival Labor Day weekend. For details, write the Wisconsin Division of Tourism, Box 7606, Madison, Wisconsin 53707.

### Cincinnati, Ohio

Though no grapes are grown here—most come from North Bass Island in Lake Erie—Meier's Wine Cellars, an old establishment in the suburb of Silverton, is one of the country's top 12 premium wine makers. Products run the gamut from grape juice to pink champagne (open Tuesday through Saturday). About 30 miles north of Cincinnati, near Morrow, Valley Vineyard turns out nice French-American hybrid table wines (open daily except Sundays).

Nearby you can explore Fort Ancient State Historical Park. Canoe trips on Ohio's Little Miami River also are popular. For more about Ohio and its wineries, write Travel Ohio, Box 1001, Columbus, Ohio 43216.

### Nauvoo, Illinois

Who would have guessed that soon after Brigham Young led the teetotaling Mormons who founded this community on to Utah, settlers would move in and start growing grapes and making wine? Fred Baxter's Gem City Vineland (open daily) serves up tastings of semidry Burgundy and sauterne, sweet Concord and Niagara, along with delicious blue cheese that's made locally. Nauvoo hosts its Annual Grape Festival on Labor Day weekend.

You can tour dozens of restored buildings from Mormon times. Meals at the restored old Nauvoo Hotel are delicious. For more details, write the Illinois Office of Tourism, 222 South College, Springfield, Illinois 62706. ☐

## EXHIBIT Q

Memorandum in Support of  
Motion for Summary Judgment

# The Philadelphia Inquirer

## monday business

Monday, Nov. 13, 1978 7-B

rates are higher because customs

Harvey's is imported in bottles, and bottles take more room than barrels. This results in higher freight charges.

"On top of that, Harvey's has to pay higher insurance rates against breakage on the glass bottles."

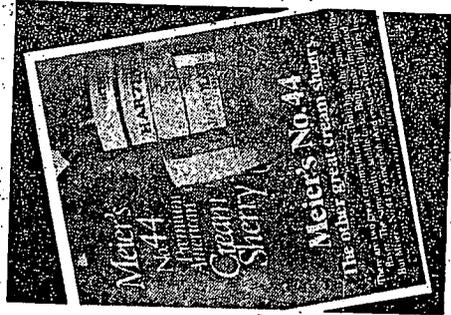
Meier's grows its grapes on the Isle of St. George (also known as North Bass Island) in Lake Erie, 18 miles off the Ohio coast and about midway between Cleveland and Toledo. The climate is comparable to that of Spain, where grapes of some imported cream sherries are grown, the agency spokesman said.

The lake water plays a crucial role in the growth of the grapes. The water freezes during the winter, the spokesman said, maintaining the chill air around the island well into spring; the coolness retards the opening of grape buds until all danger of frost or unseasonal cold is past.

The growing period of the grapes is extended two to three weeks more in the fall — into November — because the lake water, warmer than the air, keeps cold air from the island. The late picking permits the grapes to increase sugar and acid content, making the grapes juicier.

The grapes then are shipped to Meier's winery in the Cincinnati suburb of Silverton, where they are pressed, then aged in oaken kegs for about three years. The kegs are stored outdoors and turned four times a year. The sunlight expands the kegs, and that helps remove impurities and allows for a smoother sherry.

Though the ads do not mention it, Meier's No. 44 is served at social functions in the White House.



Meier's wine ad ... knocking the leader

## Wine firm attempts Avis' ploy

By Dominic Sama  
Inquirer Business Writer

Comparative advertising is frequently criticized, but it used cleverly it can bring recognition and increased sales to an underdog. The classic illustration is, of course, Avis Inc.

Now Meier's Wine Cellars of Silverton, Ohio, is taking a fling at the ploy with the help of a Philadelphia agency.

Meier's is turning to national advertising for the first time in an attempt to drum up sales for its No. 44 Cream Sherry, and the company is comparing its product with perhaps the most widely known cream sherry in the nation, Harvey's Bristol Cream.

Meier's campaign began last month in the national edition of Newsweek magazine and will continue with ads in the issues for next Monday, Dec. 4 and Dec. 18.

The ads (billings: \$100,000), were prepared by Elkman Advertising Co. Inc. of Bala Cynwyd. A spokesman for the agency explained that the strategy behind the comparative approach "was to give us recognition."

"Harvey's is probably the best-known cream sherry," he said. "It has been promoted heavily, but we believe Meier's cream sherry is just as good, and it costs about \$3 less per bottle than Harvey's. We want people to know that they can buy a domestic cream sherry that is just as good as the imported kind — and at a lower price."

In the Newsweek ad, Harvey's is not mentioned by name, but a bottle of its imported cream sherry is visible in the background. Up front looms a bottle of Meier's No. 44.

In the ad copy, the comparison is as clear as the sherry itself: "The other great cream sherry" proclaims the ad. It goes on to say that there are two great cream sherries: with the same nutty, subtle taste but that Meier's No. 44 is American and "costs several dollars less."

Which brings us to the sobering question: How is Meier's able to its keep price down and still maintain quality?



**ISLE OF ST. GEORGE VINEYARDS** of Meier's Wine Cellars, Inc., Ohio were the first vineyards planted in the state in 1845. Some are still producing very good harvests each year.

## Ferry boat a must to get grapes to winery

Perhaps one of the most unique vineyard operations in the United States exists on an island in western Lake Erie, a mile-and-a-half from the Canadian border:

On tiny Isle St. George are grown Catawba grapes, which produce the wines of Meier's Wine Cellars' of Silverton, OH. (The Catawba is a native American grape of the Labrusca variety, which is believed to have been discovered in 1802 along the Catawba River in North Carolina.)

The island itself is only a mile-and-a-half wide and slightly less in length, but grapes have been cultivated here for well over 100 years. It was between 1844 and 1871 that 20 families settled on the island and set out vineyards.

How are grapes grown so successfully in this area so far north? For one thing, Lake Erie acts as a giant radiator in this area, giving it a unique microclimate. Then, the island itself is only 14 feet above the level of the lake and contains a network of underground limestone caves. These help delay ground frost until late fall because they are crisscrossed by fissures and caves through which the warm lake water circulates.

The soil is cultivated to a depth of only two inches, but again because of the underground cracks, vine roots

readily penetrate the underlying limestone to reach water. Spring also comes early — and stays. These, together with mild breezes off the lake, foggy mists and delayed spring "bud break" help nurture the island's 350 acres of vineyards.

At harvest, tons of grapes are loaded — still in their huge bins — onto a ferry boat which carries them to Sandusky, OH, from where they are trucked to the winery for crushing.

Silverton is located 10 miles from Cincinnati and the winery has a capacity of more than two million gallons. Meier's wines, Champagnes and Catawba juice are shipped to more than 40 states and several foreign countries. The Catawba and sun-baked Sherry from Meier's were the only Ohio wines recommended on the 1966 State Department wine list.

Meanwhile, back on the island its 50 permanent residents double as vineyard workers, electricians, mechanics, painters, plumbers, carpenters, engineers and dock hands.

There are no stores, banks or hospitals, however. All these needs are filled by way of air or boat.

The island's high school students fly to class on the mainland and back via an airborne "school bus," an ancient 1928 Ford Tri-Motor — known in aviation circles as the "Tin Goose."

Remote as the island may seem, it is never really out of contact with civilization. It even has its own telephone company.

And, of course, at harvest time there's a special excitement. During that time of the year, the island's population doubles with the influx of vineyard workers as tiny Isle St. George completes another of the cycles that have been going on there for more than 100 years.

The WINE Spectator  
April 16-30, 1978



THE CINCINNATI POST, FRIDAY, 2-13-76

# Meier's winery sold to Cleveland distilling firm

Meier's Wine Cellars Inc., Silverton, 80-year-old winery and third-largest vintner in the eastern United States, has been sold to Paramount Distillers of Cleveland for an undisclosed amount of cash.

Paramount has acquired 100 per cent of the common stock of Meier's and will operate the winery as a wholly-owned subsidiary.

Robert Mancek, Paramount vice president, said the Meier's name will be retained and operations will be expanded, although he said no definite plans have been established yet.

**MEIER'S**, WHICH had sales of about \$5 million last year, distributes its wines and champagne in about a dozen eastern and Midwest states. It has vineyards in Clermont County and northern Ohio, primarily on St. George and neighboring islands in Lake Erie, offshore from Sandusky.

Paramount, which produces a full line of whiskies, gins and cordials, had sales of more than \$40 million last year. It distributes its products in 32 states.

Mancek said Paramount would

bring some of its own management into Meier's with members of the Sonneman family staying on as consultants.

Charles Safran, a former vice president of Mogen David Wine Co., has been president of Meier's for the last year.

He succeeded Henry O. Sonneman, a brother-in-law of John C. Meier's granddaughter, who had been president of the family-owned firm for 37 years until his death in 1974.

Sonneman's widow, Hazel, has been chairman and their son, Jack, a vice president.

**THE MEIER** family's involvement in vineyards dates back to John Meier's father, John Michael, in the 1850s. John C. Meier organized the company in 1895.

The company's Wine Stube, at the Silverton winery, has been a favorite trysting place for dating couples and young marrieds since it opened in 1935.

Sonneman once said he regretted not having kept a guest register. "So many have said they became engaged here," he said.



### Meier's Message

Jerry Vitek, vice president and general manager of Meier's Wine Cellars, Silverton, Ohio, presented the Meier's line to the Wine Merchants, Bryn Mawr, Pa. The Merchants will be the new Meier's sales representatives in Pennsylvania. Among the many wines reviewed was Meier's Isle St. George Chablis. The Meier's line will be extensively advertised in Newsweek Magazine and on numerous radio stations in Ohio this fall.

Ohio Tavern News  
11/17/78

### Names Pa. Agent



Jerry Vitek, vice president and general manager of Meier's Wine Cellars, Silverton, Ohio, presented the Meier's line to the Wine Merchants, Bryn Mawr, Pa. The Wine Merchants will be the new Meier's sales representatives in Pennsylvania. Among the many wines reviewed was Meier's Isle St. George Chablis, newly listed in Pennsylvania. The Meier's line will be extensively advertised in Pennsylvania this fall.

Pennsylvania Observer  
11/78

### Meier's Cream Sherry Now In National Ads

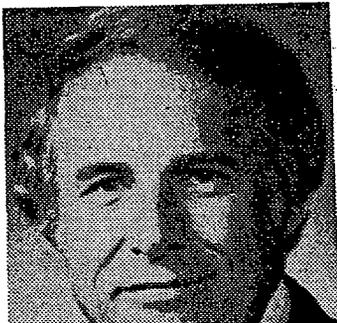
Meier's Cream Sherry #44 will be the subject of a national advertising campaign this winter developed by Elkman Advertising, Inc. of Bala Cynwyd.

This campaign will mark the first time Meier's #44 has been nationally advertised.

Meier's recently completed their grape crush from the harvest of their private vineyards located on the Isle of St. George in Lake Erie. The #44

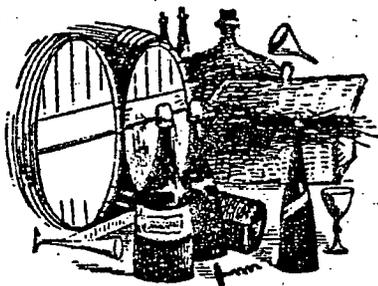
sherry's special characteristics are derived from aging the wine in small oak casks for 2½ to 3 years, outdoors. The combination of sun and cold contributes greatly to the flavor," said Jerry Vitek, general manager of Meier's Wine Cellars, Silverton, Ohio.

PENNSYLVANIA OBSERVER  
11/20/78



THERE'S A BIG nationwide ad campaign getting underway on Meier's #44 sherry. What gives Meier's #44 that unique flavor? Jerry Vitek, general manager of Meier's Wine Cellars, tells us the "special characteristics are derived from aging the wine in small oak casks for two and one-half to three years outdoors. The combination of sun and cold contribute greatly to the flavor." And we can testify that it's a great flav-

OHIO TAVERN NEWS  
11/21/78



### The wine run

It's a long way from the islands in Lake Erie, out from Sandusky, down to the Ohio River. But wine, in song and story — and in this case, in trucks — is often a delightful traveler.

You'll think so if you visit the Meier's Wine Cellars, Inc., in Silverton, O., in the Cincinnati area. The vineyards are on

North Bass Island, up here, and the wine is made in Silverton, down there.

The grapes come by barge to Port Clinton and then they go by truck to Silverton, a suburb of the Queen City, about 10 miles northeast of downtown. The winery goes back to the early 1900s.

Not long ago Paramount Distillers, Inc., 3116 Berea Rd. NW, bought Meier's, and Gerald R. (Gerry) Vitek, who used to be with the Christian Brothers in California, now is general manager and vice-president of Meier's.

Visitors are being encouraged to take tours of the winery in Silverton. Tours are at 10 a.m. and 2 p.m. on Wednesdays, Thursdays, Fridays and Saturdays. You can't tour as an individual; you must go in a group,

which means you wait a few minutes until a few people get together.

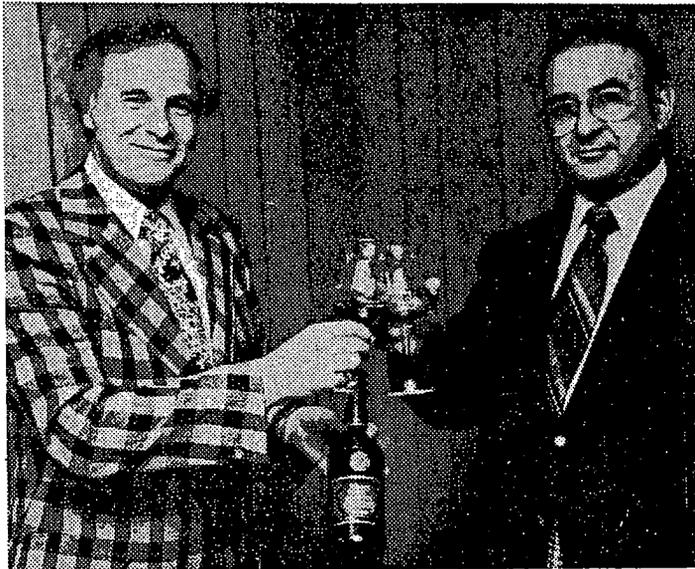
There is a tasting room for those on the tour. Which is why you don't mind waiting a bit.

Also, there's a wine stube for the public, at which you can buy a sandwich or a snack and some cheese and, of course, wine, either by the bottle or glass. There's a garden adjoining for this sort of thing, too.

Meier's, which makes about 50 kinds of wine, including the popular Meier's No. 44 cream sherry, is open five days a week, Tuesday through Saturday, 11 a.m. to 11 p.m. on Tuesday through Thursday and 11 a.m. to 1 a.m., Friday and Saturday. It's closed Sunday and Monday.

Gerry Vitek said plans are in the works for a wine museum.

Tuesday, August 3, 1976



## Meier's Introduces Brandy

Robert G. Gottesman, right, president of Meier's Distilled Products Co., raises a toast to Jerry Vitek, vice president, to mark the introduction of Meier's 80 proof California Brandy as a brand new product in Ohio. Meier's 5-Star Brandy is part of a new line of high proof brandies and cordials now being marketed by Meier's in addition to their long famous wines, champagnes and grape juice. For its introduction to Ohio, Meier's commissioned The George Tassian Organization of Cincinnati to design completely new graphics for the California Brandy. The eye catching result is a green, black and gold embossed label with a distinctive antique mood. Also updated is the bottle, designed and manufactured by Owen-Illinois. Meier's 5-Star Brandy is listed under Code 6437-B and sells for \$4.20 wholesale.



### Meier's New Dimensions

Meier's Wine Cellars, one of Ohio's oldest names in wine, recently added new dimensions to its marketing with the addition of high proof brandies and cordials to its well known line of wines, champagnes and grape juice. First to be announced and listed for sale in Ohio are three 70 proof flavored brandies—Apricot, Blackberry, Cherry—80 proof California Brandy and 60 proof Sloe Gin. All of Meier's new products display distinctive, gold embossed labels designed by the George Tassian organization, Cincinnati. Also updated for the Meier's line is the bottle, designed and produced by Owens-Illinois. Meier's has been an Ohio institution for more than 100 years and takes particular pride in announcing a new line of high quality products at the century mark. Overall production and marketing management for Meier's products will continue at Meier's historic location at Silverton, Ohio, in suburban Cincinnati.

## NEW PRODUCTS, PACKAGES FOR MEIER'S



Eli Melemed (2nd from left) and Richard Davis (2nd from right), sales representatives for Meier's Wine Cellars products in Minnesota and the Dakotas, display newly-bottled packages of Meier's Apricot Flavored Brandy during a recent visit to Meier's bottling facility in Ohio.

Flanking them are their hosts, (left) Robert G. Gottesman, President, Meier's Distilled Products Co. and Jerry Vitek, vice president.

Melemed-Davis Brokerage Co. will represent Meier's new line of high-proof brandies and cordials in addition to Meier's line of wines. Meier's, well-known, 100-year-old winery with headquarters in Cincinnati, Ohio, recently added high-proof brandies and cordials to its line of fine wines, champagnes and grape juice.

New products include, at present, Apricot, Blackberry, Cherry and Peach Flavored Brandies; California 5-Star Brandy and Sloe Gin.

Meier's brandies and cordials are completely new, including a distinctive label created for the line and a redesigned bottle from Owens-Illinois.

Melemed-Davis Brokerage headquarters in St. Paul.

# The Silvertonian Meiers is part of local wine history

by F. C. Foster

We visited last week with Galo MacLean senior, enologist (wine master) for Meier's Wine Company in Silvertown. Mr. MacLean is of Scottish descent, was born in Chile, and learned his profession in Bordeaux, France before coming to this country. We found him very gracious and quite willing to share his knowledge of the part Cincinnati played in the field of grape growing and wine making.

He pointed out that in the mid eighteenth hundreds Cincinnati was the grape growing and wine making center of the United States. It was at that time that Nicholas Longworth terraced and cultivated grapes on the hill now known as Eden Park and other hills in the central area of the city. It was from these grapes that the first champagne was made by Mr. Longworth's wine master from Epernay, France in his downtown winery.

Unfortunately, the wine master lost his life in a boating accident on the Ohio River about a year later. It was during this period that nearly all of the United States wines were made in Cincinnati. During the Civil War most vineyard workers left to work in the numerous higher paying munitions factories in the area. As a result, the vines stopped producing and died of dry rot. Some time later the Meier family came to what is now Silvertown from Bavaria, Germany and established a vineyard on what is now the location of Kenwood Mall. These grapes were originally used to make Catawba grape juice and later a wide variety of fine wines.



MR. GALO MACLEAN, Winemaster, in front of Meier's Wine Company's giant grape press in Silvertown.

About 1923 Clifford Soneman, who had married a granddaughter of the Meier family, and his brother Henry assumed control of the company making wines from grapes grown on the Isle of Saint George in Lake Erie. As demands for their products increased they purchased the entire island of 350 acres, which until recent years has been their major source of grapes.

In 1968 the company purchased a farm in New Richmond, Ohio for growing a hybrid of European and American grapes. It is anticipated that this source will yield approximately 130 tons annually with a much greater

yield as more ground is acquired. This is in addition to the 12 to 13 hundred tons of Catawba and Concord grapes harvested each year from the Isle of St. George. During the month of September, Mr. MacLean anticipates that more than 3,000 tons of grapes will be crushed in Silvertown as the first step in making the fine wines for which Meier's wine cellars have been famous for over one hundred years. A recent welcome addition to their well known Wine Stube and Garden is their attractively decorated new dining room providing a wide choice of menus for luncheon and dinner.

# The Silvertonian takes a vacation

by F. C. Foster

We have just returned from a delightful two week tour of beautiful cool New England that included a stay for five days in our home town of Marblehead, Mass. During our stay there we were houseguests of Mr. and Mrs. W.G. Haddrell, your columnist's brother-in-law. In addition to seeing many of our old friends we had the opportunity for the first time in many years to enjoy a swim in the cool Atlantic Ocean and to stroll along the beaches as we had done many times in the past.

Marblehead has a very colorful history and is located on the North Shore of Boston as opposed to Cape Cod which is on the South Shore. Marblehead was settled in 1629 by a group of dissidents who broke away from a small band that had migrated

from Plymouth to the adjacent historic city of Salem. This understandably resulted in considerable rivalry between the two communities which continues to this day. According to the deed that hangs on the wall of the town hall the entire area was purchased from the Indians for the equivalent of 39 cents.

From a poor fishing village the town grew and prospered through the clipper ship era bringing wealth to local merchants and ship owners, many of whose large mansions still stand as fine examples of colonial architecture.

In 1775 General G. Washington commissioned the "Hannah" owned by Marblehead men as the first American warship, thus supporting the town's claim as the "Birthplace of the American Navy."

# Fourteen welcomes for Meier's Marketing Co.

from

CHIVAS REGAL SCOTCH

ROYAL SALUTE SCOTCH

BOODLES GIN

RONRICO RUM

LEROUX CORDIALS

LEROUX BRANDY

OLMECA TEQUILA

NIKOLAI VODKA

SABRA LIQUEUR

VANDERMINT LIQUEUR

CHERI-SUISSE LIQUEUR

PASHA LIQUEUR

EAGLE RARE BOURBON

HARWOOD CANADIAN

## General Wine & Spirits Co.

is proud to have our fine quality brands represented exclusively by

# MEIER'S MARKETING CO. OF OHIO

3130 Berea Road, Cleveland, Ohio 44111. Telephone: (216) 476-1600 (216) 476-1601

was planted with grapes by 1846, and here the first winery north of Cincinnati was built five years later. By 1880 its vineyards covered 750 acres and supported five wineries. Because Kelley's is the closest of the group to the mainland, summer cottages, camps, and beach clubs have supplanted all but one of its vineyards. Winegrowing is now almost entirely confined to the three Bass Islands, so named for the fishing on the reefs along their shores.

South Bass, now more often called Put-in-Bay, is the most famous because of its War of 1812 history and the lofty Peace Monument that stands at the entrance to its bay. It was from here that Commodore Oliver Hazard Perry sailed to meet the British fleet on September 12, 1813, and here he put in after the battle to send his memorable dispatch of victory: "We have met the enemy and they are ours—two ships, two brigs, one schooner, and one sloop." In earlier days, when paddlewheel steamers brought vacationists from Cleveland and Toledo, there were palatial hotels on this island. A streetcar line once ran from the steamer dock to the sprawling Victory Hotel, since destroyed by a great fire.

There are still vineyards on both sides of quaint Put-in-Bay village, but with tourism now the principal industry, only one winery, the Heineman Cellar, remains active. Norman Heineman, born on the island, and his son Louis till the twenty-acre vineyard that Norman's father planted after coming here in 1883 from the winegrowing region of Baden in Germany. In 1897, a year after the winery was built, workmen digging a well on the property stumbled into a huge cave of green crystal stalactites. The Heinemans charge tourists a fee to visit the cave, and a tour of the winery is included. They make eight kinds of table wine, including a dry white Catawba and a peculiar blend of Catawba and Concord, containing 15 percent alcohol, that they call "Sweet Belle." The wines are sold by the glass or bottle, and some of the visitors like them well enough to order shipments made by the case to their homes on the mainland.

From South Bass it is only a rowboat ride to pistol-shaped, three-mile-long South Bass Island and its chief landmark, the Lonz Winery, a frowning medieval-style castle on the lakeshore. To the yachting fraternity of the entire Great Lakes region, this winery with its nearby harbor has been a haven for bacchanalian festivity since the repeal of Prohibition. Island-born George Lonz, a bubbling, droll, Falstaffian host, sold his champagne by the bottle, rented guests the glasses in which to drink it, and often played the violin to entertain them. When Lonz died in 1969 he was succeeded by roly-poly Lorito Lazarony, who came from the Hommel cellar in Sandusky. Lazarony still makes Lonz's excel-

lent Isle de Fleurs Champagne and takes the island table wines, tours guests through the underground cellars, and still rents them the glasses in which to drink the champagne. The visitors on a summer afternoon number as many as two thousand and fifty boats.

The forty-five-acre vineyard adjoining the winery dates from 1862, when it was planted by Andrew Wehrle from Alsace. He also built the original winery, but it has been replaced twice following disastrous fires. It was Lonz who in 1942 built its turrets and battlements, once aptly described as "a mason's caprice." From the Lonz castle it is an easy walk to the other winery on Middle Bass. It is owned by the Bretz family. Leslie Bretz, born here on Christmas Day in 1893, inherited the little cellar from his grandfather, Joseph Miller from Baden, who built it in 1865. Florence Bretz, a coastguardsman's daughter, came here from the mainland during the twenties to teach in the island grammar school, and married Leslie a year later. With one of their three sons, Walter, they make bottle-fermented champagne and sparkling burgundy, Catawba, Delaware, and claret wines, and an unfermented Concord juice, using only the grapes from their twenty-two-acre vineyard. Tourists buy their entire output. Leslie Bretz doubts whether the islands' thin layer of topsoil, gradually becoming thinner on South Bass, can continue supporting vines for many more years.

But on bell-shaped Isle St. George, which most charts show as North Bass Island, they think differently. "Of course this topsoil is thin," says Henry O. Sonneman, who owns most of this island, and whose Meier's Wine Cellars of Cincinnati and Sandusky is Ohio's largest wine producer. "Vines have been growing here since 1844, and they'll still be producing the best grapes in America a century from now." These islands, Sonneman explains, are mounds of limestone rising from the bottom of Lake Erie, the shallowest of the Great Lakes. The soil is cultivated to a depth of only two inches, but the limestone underneath is crisscrossed by fissures and caves, through which the water circulates, and to which the roots of the vines readily penetrate. Sometimes the limestone must be blasted with dynamite in order to plant more vines.

Isle St. George is only a mile long and covers 700-odd acres. Its highest point is scarcely fourteen feet above the lake level. It is eighteen miles from the mainland, a mile and a half from the international boundary. Some of the twelve families who live on the island are descendants of the earliest winegrowers. There is a one-room grammar school, but the older children fly daily to and from Port Clinton High School, occasionally staying overnight on



Esprit de corps beaming from their faces, the entire population of North Bass stands before a field of Catawba grapes grown for wine and champagne (right). Vineyards cover more than half the island.

Friends gather at the home of Louis and Barbara Heineman (below, near the TV) for Ohio-lottery results and to catch up on the latest Put-in-Bay news. For Mary McCann (left), happiness is a pair of pet rabbits and her schoolmates, whom she knows as well as some city kids know their brothers and sisters.



hour and was glad to get it. Now the Duff vineyards and ours are the only ones still in production on this island. Meier's has a big operation, of course, on North Bass."

North Bass is a 700-acre company island half a mile south of the Canadian border. The home of Meier's Wine Cellars, Isle of St. George Vineyards, it has about 35 residents, 400 acres of grapes, and two mechanical grape pickers.

"These are the largest continuous Catawba vineyards in the world," said Dale Burris, as he scanned the endless rows of vines, "and we are always trying to improve them. This year we've put in a European type of grape—a vinifera. The island will produce an outstanding harvest of Riesling grapes

because the climate is the same as in the Rhine Valley, where the best Rieslings are grown. We have the same cold winters and cool summer nights."

As twilight replaced the last wisps of warm sunlight, I watched the towering mechanical grape pickers straddle rows of grapes and shake the fruit from the vines.

"It used to take a lot of hand labor," said Burris, "but now we can ship 60 tons of grapes a day to our mainland winery."

Radically different is the tiny winery of the islands' most revered wine maker, Leslie Bretz of Middle Bass. At 84, Leslie, a small man with white hair, moved purposefully about the old wooden pressing barn, checking gauges, hoses, and pumps. He oversees



each step of his 10,000-gallon-a-year production, and islanders talk with deep respect about his wines and champagne.

#### Comeback for Lake Erie Waters?

As the islands still nourish the vine, the lake water provides fish for a hardy few.

"When my father was young, there were 300 commercial fishing boats and three fish buyers working out of these islands," said fisherman Sonny Schneider, a man with a weathered face and friendly smile. "Now, this is it. Mine is the last commercial fishing boat that calls the islands her home port."

Sonny actually works out of Vermilion Harbor on the mainland; waters around the islands themselves lie within vital breeding

grounds that the Ohio government has closed to commercial gill netting.

It was a blustery morning in November as Sonny's boat headed for the open lake. We were hitting ten-foot swells, and I struggled to keep my balance on the slippery deck while the five crew members prepared to haul in the first string of nets.

"Yesterday we pulled over a ton of perch in this weather," Sonny said, as he watched the first of his near-empty nets emerge. "I guess you can't win every day. Anyway, commercial fishing is getting better, and I think the water is getting cleaner."

Lake Erie was once the world's largest producer of freshwater fish, but pollution and overfishing

(Continued on page 99)

## The Lake Erie Islands

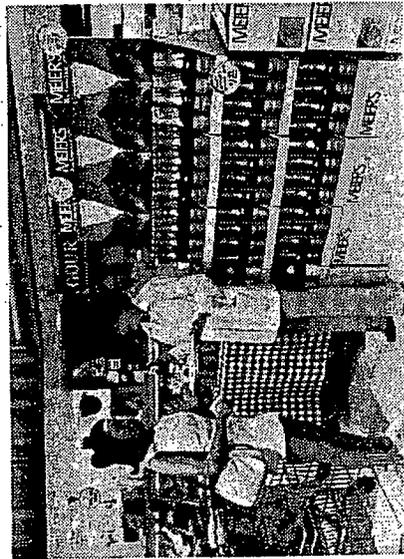
The wine tradition of the Lake Erie Islands that brought Ohio wine to its highest point is still being carried on. Though the number of functioning wineries is greatly reduced from what it was at the turn of the century, wine making appears to be thriving in Northern Ohio. No wineries remain on Kelley's Island, which began producing wine in the 1840's. North Bass Island, or Isle St. George, is primarily owned by Meier's Winery, which uses the island only for grape growing, not wine making. But, Lonz Winery and Bretz Winery on Middle Bass Island, and Heineman Winery on Put-in-Bay carry on the trade that caused the island chain to be known as the "Wine Islands." The greatest part of the sales business of the island wineries is carried on during the spring and summer months, when thousands of tourists flock to the area. Winter months are slow, and the bulk of the wine that is sold is shipped. Access to the islands is virtually cut off from late fall to early spring. The main transportation during the warmer season is by ferry, but

**WHAT'S GOOD FOR THE CHIEF**  
 ... Ben Tobman, president of Meier's Marketing Co., 3130 Berea Rd. NW, wants everybody to know that Meier's No. 44 Creme Sherry was served at a recent White House dinner for state and territorial governors.

The sherry was listed on the menu as Meier's Ohio State Sherry. It is bottled in Silverton, O., near Cincinnati, Tobman said. He is the local distributor.

**CLEVELAND PLAIN DEALER**  
 April 20, 1977

**OHIO TAVERN NEWS**  
 August 2, 1977



### Meier Catawba Grape Juice

In 1895, John Michael Meier first produced grape juice from the rare and uniquely different tasting Catawba grape. Today, 82 years later, a complete line of Meier's Catawba Grape Juice is being sold by leading chain supermarkets and beverage stores throughout the country. Merchandised as non alcoholic, no sugar added beverage, the juices are becoming increasingly popular for young peoples' parties and by adults who prefer non alcoholic beverages. Available in white, pink, sparkling and still, along with a non alcoholic Cold Duck - the continued success of Meier's Grape Juice can be attributed to the Catawba grape itself. It is one of the world's rarest grape varieties, and has a uniquely different and delicious taste and flavor. The Catawba is a native American grape and is grown by Meier's on Isle St. George in Lake Erie. Ideal soil and weather conditions and a longer growing season combine

**OHIO TAVERN NEWS**  
 August 16, 1977

### Meier's Introduces Cork With Handle



No matter how expensive the wine, or how good the corkscrew, corks occasionally do breaks or crumble.

Meier's Wine Cellars of Silverton has taken steps to eliminate this annoying, and all too frequent, occurrence by introducing the cork with a handle.

Now, opening a bottle of wine is as simple as opening a soft drink bottle. The plastic top acts as a handle - and you merely hold the plastic top, turn the handle, and pull the cork up. No corkscrew is needed.

To reseal the bottle, the cork with a handle is reinserted with a twisting motion. Utilizing this technique, a bottle can be opened and closed numerous times.

For more than 2000 years, the remarkable sealing properties of cork have been used to perfectly preserve the drinkability of fine wines. Now this ancient technique has been combined with modern technology to give Meier's wine users the best of the old and the new.

★ ★ ★

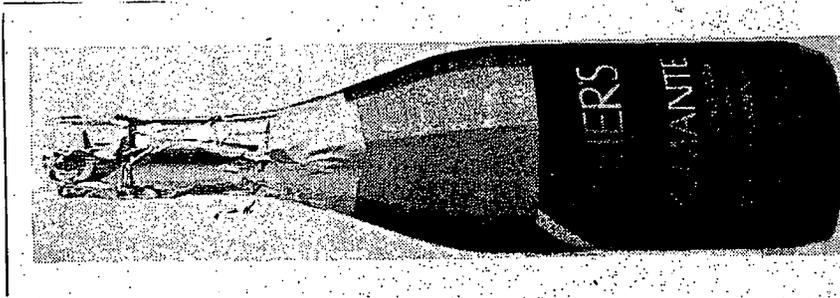
**WHITE HOUSE DINNER for state and territorial governors** began with Meier's No. 44 Creme Sherry. Tom Polen, of Meier's, tells us that the Meier's crew at the Silverton plant is proud that the Ohio product was on the menu. Guess you could say they're pleased as punch.

**OHIO TAVERN NEWS**  
 May 3, 1977

## Meier's

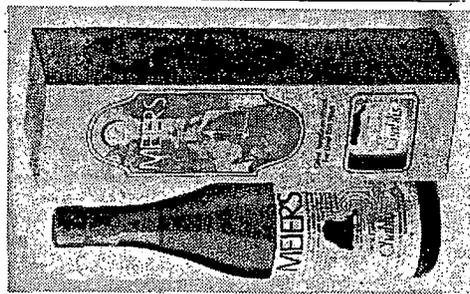


Gerald R. Vitek



## Meier's Spumante

Meier's Wine Cellars, Inc., of Silverton, Ohio, has introduced its newest sparkling white wine — Meier's Spumante, which has a semi-sweet, fruity flavor. Meier's people say it's especially delicious with fruit and dessert pastries and a delightful way to end a meal.



## History Scenes

Meier's Wines holiday gift carton illustrates the history of Ohio wine making since 1828. Shown are scenes of the grapes being harvested and crushed, of the wines being drawn from barrels into bottles and then capped by hand, and of the wines being shipped on sidewheelers down the Ohio River.

# Meier's Campaign To Run Through End Of December

Silverton, O. — Meier's Wine Cellars is running a major multi-media Ohio advertising campaign this fall for Meier's #44 Cream Sherry and Isle St. George Table Wines.

According to Gerald Vitek, vice president and sales manager for Ohio's largest winery, the campaign will continue until the end of the year.

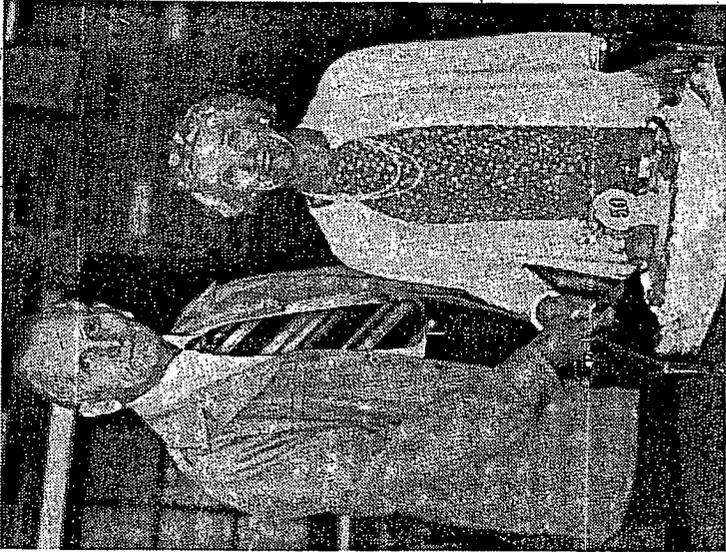
Radio is scheduled on both AM and FM stations in Cincinnati, Cleveland, and Columbus with an average of 25 spots per week in afternoon drive time for Meier's #44 Cream Sherry. Target audience will be middle to upper income audiences. Where available, business news segments will be the principal buy, according to Vitek. Good music stations will also be used. The campaign theme will be "Meier's #44 — the Other Great Cream Sherry."

Radio and Transit advertising will be used to promote the full line of Isle St. George table wines — especially the Sauterne, Haut Sauterne, Chablis, Pink Chablis, Burgundies and Rose.

A major print campaign, utilizing the same theme, will also be used. Large space ads are scheduled for Time and Newsweek Magazines, plus Cleveland Magazine, Columbus Magazine and Cincinnati Magazine. Outdoor advertising is planned in the three major Ohio markets, plus Toledo and Dayton. Transit advertising has also been scheduled for the Cleveland market.

"We will be informing our friends in the trade about this all-out backing for Meier's #44 Cream Sherry through trade paper advertising," said Vitek. Extensive point of sale materials will be available through Meier's distributors.

"Major advertising expenditures have been committed to achieving substantial sales gains in our home state," concluded Vitek.



## Regulars At Meier's Wine Stube

Mr. & Mrs. Henry Schutzer of Dayton have been coming to Meier's Wine Stube for 40 years. They remember when the Garden was opened and can tell of all the changes and improvements over those 40 years. Since they visit about two or three times a week, they have made approximately 5000 visits here in the past 40 years and have travelled about 500,000 miles in doing so. Henry, 73, and his wife say they will continue to come down to Meier's as long as they are able to drive. On August 28, they celebrated their Golden Wedding Anniversary. So on their visit the Thursday before, they were surprised by Meier's with a special luncheon, their favorite Meier's Port Wine, a large decorated cake and wine glasses commemorating the event.

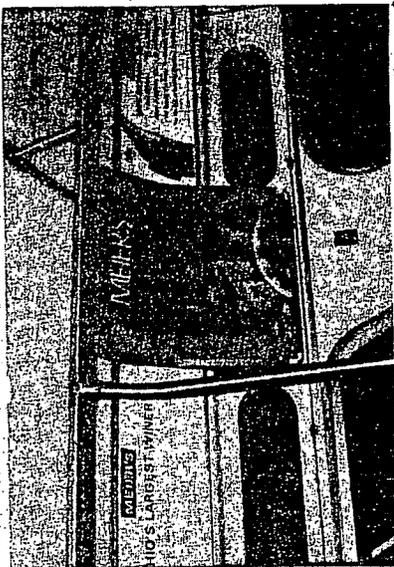
OHIO TAVERN NEWS  
November 15, 1977

## Cleveland Buses Carry Exclusive Story About Meier's

Cleveland, O. — Meier's Wine Cellars of Silverton announced that for a three-month period it is utilizing the Regional Transit Authority's Moods in Motion program in Cuyahoga county.

This is an advertising program whereby Meier's has exclusive use of the entire inside of more than 220 buses and rapid transit cars telling the Meier's wine story.

Each bus or car displays approximately 6-22"x21" full color posters and 25-11"x25" cards - all illustrating and describing Meier's wines. Special emphasis has been placed on Meier's No. 44 Cream Sherry, La Brusca Bianco, Rubio and Rosato, Isle St. George Chablis, Non also-



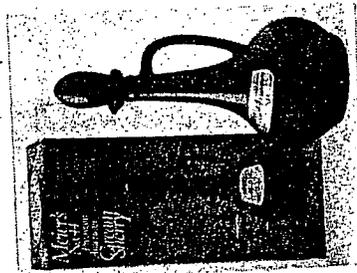
holic Grape Juice, and the story of the Catawba grape grown on Meier's Isle St. George vineyards.

Meier's estimates that the Cleveland RTA currently carries more than 9.5 million paying passengers per month, and that more than 35 percent of the population of Cuyahoga county

utilizes public transportation each month.

These figures, coupled with an average riding time of 25 minutes and exclusive use of the vehicle interior, will have a dynamic effect on product awareness and sales impact for Meier's during the important holiday buying season.

OHIO TAVERN NEWS  
November 1, 1977



## Unique Decanter

Meier's Wine Cellars, Inc. of Silverton is now making available for the holiday season their #44 Cream Sherry in a unique porcelain decanter. This limited edition decanter not only complements the superb taste of

This eye-catching tree display produced in three-color foil printings as a pole unit for floor stackings. The unit features, as does the gift wrap, the 90 proof aspect of Fleischmann's Preferred.

Kueich stated, "Preferred - 90 is

## Meier's Wines To Launch Major Ad Campaign in Pa.

SILVERTON, Ohio — Meier's Wine Cellars, Silverton, Ohio, will run its first major multimedia advertising campaign in Pennsylvania, to back its newly listed Meier's 44 Cream Sherry, Meier's Blackberry, and Meier's Pink Catawba Wine.

According to Gerald Vitek, Meier's Vice President and Sales Manager, the campaign, broke in late October and run through the end of the year.

Radio is scheduled for Phila's two most powerful radio stations, WIP and WCAU, with spots daily in afternoon times, and on the afternoon business reports. Target audiences for Meier's 44 Cream Sherry will be adult males in middle and upper income areas. Target audiences for the Blackberry and Catawba wines will be women 21-49 years old. Backing up the radio will be ads in the November special wine issue and December issues of Philadelphia Magazine. December insertions are also planned for the Pennsylvania issues of Time Magazine. Western Pennsylvania radio advertising will be scheduled when distribution is complete. Table tents and menu attachments for the restaurant trade will also be available.

The theme for Meier's 44 Cream Sherry campaign will be "Meier's 44 the Other Great Cream Sherry." This campaign created by E.J. Korman Advertising Agency, Philadelphia, was successfully tested last spring in Ohio, Kentucky, and Michigan.

"We expect our newly listed Meier's 44 (code 3082) to do very well at its Pennsylvania price of \$3.49," said Vitek. "The industry has noted a tremendous rebirth of sherry on the rocks as a pre-dinner drink, in addition to its usual popular place as an after dinner drink. We are experiencing substantial gains annually all over our marketing area based, not only on the growth of the category — but because our product, aged as it is in oaken puncheons, closely resembles the great imported sherries which cost nearly twice as much."

"It is also our feeling," Vitek continued, "that the time is right for us to make some moves with our Blackberry (codes 711 and 5181) and Pink Catawba Wines (code 701). The reduced retail price of \$1.99 per 4.5 quart should be very appealing to the consumer and we believe the radio advertising will open a lot of new doors for us in Pennsylvania."

Universal Wines and Spirits represents Meier's Wine in Pennsylvania.

**OHIO WINE COUNCIL**

Cleveland, O. — Elegant but easy dishes that make it possible to relax with guests are detailed in "Wine Cookery Made Easy," a free recipe brochure just published by Meier's Wines.

For formal dinners, there's a choice between a delicious braised beef or tangy chicken fricassee, both accented with late St. George wines. Casual entertaining calls for "One-Pot Chili," in which rose wine makes a standby stand up. Rose' also simmers through a rump roast to produce a sumptuous main course, Meier's style. And sauteerne provides a saucy way to serve fillets of sole.

Meier's Cream Sherry Pie is a "chillingly" good way to end a meal — and start a trend. Other taste treats in the brochure include recipes for frosty juleps, strawberry angel dessert, hearty sauerbraten and a sherry sauce for ham.

There's a party punch and champagne bowl that makes a hit with large crowds.

"Wine Cookery Made Easy" is available by sending a self addressed, stamped envelope to Thomas Polen, Paramount Distillers, 3116 Berea Rd., Cleveland, Ohio, 44111.

**OHIO TAVERN NEWS**

May 1, 1979

**Jim O'Connor**

**Rhodes reaches out to stay in touch**

**GOVERNOR KEEPS IN TOUCH:** Gov. James Rhodes is keeping in touch with his office from China by telephone on a regular basis.

Chan Cochran, the governor's public relations aide, told me that the connections are very good. "It sounds like the governor is in the next room." Which, of course, raises the possibility that the governor really is in the next room and didn't go to China at all.

**CONTEST TIME:** Summer doldrums bring a dearth of gossip. So friend Paul Hirsch came up with an idea for a contest.

Paul read about a new game being played that calls for participants to top one another with lines beginning, "You know you're in trouble when..." Hirsch kicks off with "You know you're in trouble when you get to the



**Ohio Wine Week**

Resolution proclaiming June 10-16 Ohio Wine Week was adopted by the Ohio Senate. Authored by Senator Paul E. Gillmor, Port Clinton (2nd), and signed by Governor James A. Rhodes, the resolution pays tribute to the #32 wineries and 350 grape growers in Ohio. Senator Gillmor is shown seated right in the above photo presenting the resolution to Lou Heineman, of Heineman Winery, South Bass Island, who was the inspiration for the proclamation. Ohio winery representatives standing from left are Jon Decker, Meier's Wine Cellars, Silvertown; Floyd and Peggy Jones, Wyandotte Wine Cellar, Gahanna, and Robert Duneseth, Meier's Wine Cellars.

**OHIO TAVERN NEWS**

May 15, 1979

**COLUMBUS CITIZEN-JOURNAL**

July 11, 1979

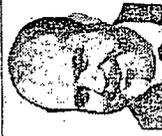
**People and Places**

son of advertising executive Dick, is the new news producer at WJLA-TV, the ABC affiliate in Washington D.C., very, very big step in his career.

The 27-year-old bachelor, formerly news producer at WTHR-TV in Indianapolis, is a graduate of Eastmoor High and the University of Missouri.

**CHICKEN LITTLE WAS RIGHT:** Sometime today, Wednesday, Skylab is supposed to scatter itself across the earth.

Fred Holdridge and Howard Burns, proprietors of German Village's Hausfrau Haven, are offering a prize to the first person who brings a piece of Skylab into the shop. The offer of a prize is null and void, however, if a piece of the satellite hits the torso.



By the way, Hausfrau Haven now has its Sunday beer and wine permit.

**SEARCH FOR AN AUTHOR:** Marjory Pizutti, veep of public affairs for the Columbus Area Chamber of Commerce, tells me that search has begun for a principal author for a book on the history of Columbus.

Last week, CCAC President Al Dietzel announced the plans for the book, part of the Continental Heritage Press' "The American Portrait Series," as part of the Chamber's overall effort to develop pride in Columbus.

Expected publication time is the fall of 1980.

Most of the work involving the book will be developed by local writers, researchers and historians. I'm told the Ohio Historical Society is very excited about the book.

office and an IRS man is waiting for you." Why not drop me a line to top Paul's?

There are no prizes except the recognition of your superior wit in this column. (Please, don't call, do write.)

**MEIER'S KEEPS THE PEACE:** I had lunch recently with Al and Mark Rosen, the father and son team at Universal Marketing in Columbus.

Among the products handled by the the Rosens are wines from Meier's Wine Cellars in Ohio. I was surprised when Mark told me that Meier's products are served regularly at the White House.

In fact, the Carters served Meier's wines at the Israeli-Egyptian peace treaty signing earlier this year. I'll drink to that.

**EASY FOR HIM:** James Neustadt,

# on North Bass Island

By H. Thomas Kaib  
staff writer

**PUT-IN-BAY, O.** — The worst hail and windstorm in more than 50 years has destroyed more than 75% of the Catawba wine grapes on North Bass Island — a loss of more than \$200,000.

"It lasted only five minutes," said Dale Burris, manager of the vineyards for Meier's winery of Silverton, O., yesterday. "But it will take a year to get a new crop."

Meier's has always bought grapes to supplement the 1,000 tons grown on North Bass (Isle of St. George) on Lake Erie. This season it will have to buy more, Burris said.

"We'll just have to pretend that all the grapes are still there

and do what we have been doing — keep on cultivating," he said. "Next year we should have another crop from these vines."

The storm last week also knocked out about 600 telephones on the islands and the mainland, Port Clinton, Oak Harbor and Elmore, said Walter Matthes, customer service manager for General Telephone Co. of Ohio.

Most roads on Kelleys Island were closed by fallen trees, said the Rev. John C. Sherbno, pastor of St. Michael Catholic Church, said.

He said some of the trees had roots pulled up that measured 20 feet across. "They said it was the worst storm since the mid-1920s," Father Sherbno said.

CLEVELAND PLAIN DEALER

June 26, 1979

## We're No. 3!

Ohio is now the number three wine producing state in the United States, according to a spokesman for the Ohio Agriculture Research and Development Center.

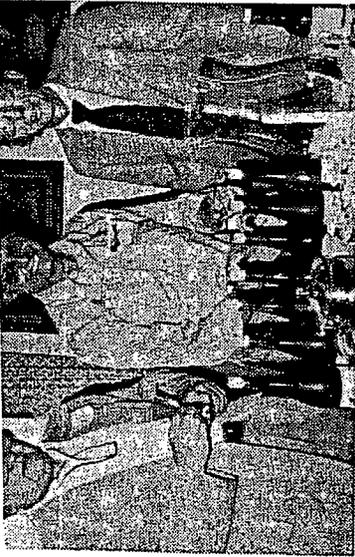
Only New York and California produce more wine, with Ohio's business reaching the \$20 million level in sales. More than 4,000 acres in Ohio are cultivated as vineyards.

Buckeye Business Journal

November, 1979

## Ohio Wines On Display

Ohio wines were put on display in special previews throughout the state during Ohio Wine Week, June 10-14, to better acquaint the public with the quality products made available by the members of the Ohio Wine Producers Association. The Columbus preview was held at the Ohio Village where the vintners are shown discussing their wide variety of wines. From left in the upper photo are: Louis Jindra, Jackson, southern Ohio grape grower; Ralph Wise, Brushcreek Vineyards, Peebles, and Tom Simpson, Commercial Vineyard Services, Waterford. Middle photo: Jon Decker, Robert Gottesman and Jerry Vittek, Meier's Wine Cellars, Silverton. Lower photo: Dr. Robert Hill, Ohio State University Horticultural Department; Mary Rush, Belmont Vineyards, Ripley, and Ken Schuchter, Valley Vineyards, Morrow.



Elkman Advertising Co., Inc., Bala Cynwyd, will promote Meier's Cream Sherry #44 in a series of large space ads in national editions of Newsweek between October and Christmas. A heavy radio campaign has been scheduled in the midwest.

FOCUS - November 22, 1978

FOCUS MAGAZINE

November 22, 1978

**Meier's No. 44**  
Premium American Cream Sherry

**Meier's No. 44**  
The other great cream sherry.

There are two great cream sheries. Both have the same mellow flavor. The same nutty, subtle taste. Both taste imported. But Meier's No. 44 is American. And costs several dollars less.

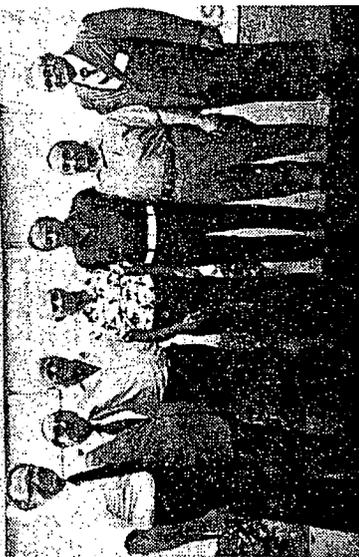
MEIER'S WINE CELLARS, SILVERTON, OHIO

### Meier's #44 Campaign

Meier's Cream Sherry #44 will be the subject of a national advertising campaign this winter developed by Elkman Advertising, Inc. of Bala Cynwyd, Pa. A series of large space ads promoting Meier's #44 Cream Sherry, similar to the one above, will appear in the national editions of Newsweek magazine. The campaign will run through Christmas. It marks the first time Meier's #44 has been nationally advertised. In addition to the Newsweek campaign, Meier's will have a heavy radio campaign in many major markets in the midwest. The campaign theme, begun last year, is "Meier's #44 - the other great cream sherry." All ads, both print and broadcast, position Meier's #44 against imported cream sheries.

Ohio Tavern News  
December 5, 1978

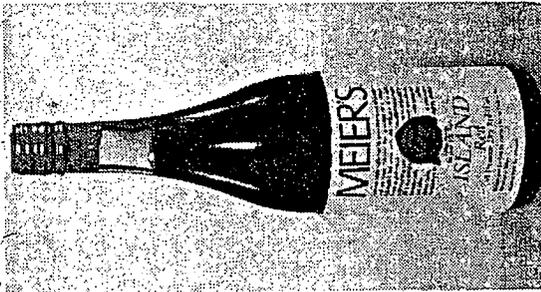
### Become ONWDA MEMBERS



### Wine Dealers Meet At Meier's

This was the scene as members of Ohio Wholesale Wine Dealers Association held a dinner meeting at Meier's Wine Cellars during the annual convention in Cincinnati. From left above are: Jerry Vittek, Meier's general manager; Pete LaRose, House of LaRose, Akron; Carl "Bud" Offerte, City Beverage, Defiance; Julius "Boots" Wasserstrom, Columbus; Dom J. Pulito, deputy director of Ohio Department of Liquor Control, and Len Paradise, Meier's.

OHIO TAVERN NEWS  
December 5, 1978



### New From Meier's

Meier's Wine Cellars has introduced its Island Red premium dry table wine. By blending the robust qualities of a full bodied red with a delicate flavor, Island Red achieves a distinctive, unique character that complements Italian cuisine as well as other dishes. Located in Silverton,

By Anne Marie Porter

Ah! The sweet smell of grapes. From fresh off the vine to bottled wine, Don Bower smells those grapes all year round. He is head winemaker at Meier's Wine Cellar, Inc., 6955 Plainfield Pike, Silverton.

A resident of Milford, Don has been an enologist (one who makes wine) at Meier's for the past two harvest and crushing seasons, overseeing the entire production operation from delivery of grapes to bottling the finished product.

"The spirit moved me." Don answers when asked why he became a winemaker. Actually, he grew up on a farm in southwestern Michigan where fruit was raised and processed. "I was around fruit processing all my life," he stated, "and this is just another form of processing in a way."

Don has a degree in chemistry along with an enology certificate from the University of Davis, California. He has been making wine for more than 15 years.

Many methodically controlled procedures take place between the start and finish of wine production, Don explained. The first step involves unloading crates of grapes into a stemmer, a machine which removes the stems and breaks the skin. Juice and pulp, called must, then moves into a holding tank. From there, the must goes into a dejuicer, and on to the press.

Juices are measured and transferred to a large tank where sugar and yeast are added. There, they ferment anywhere from two to six weeks.

After fermentation, samples of wine are lab-tested for sweetness, acidity, alcohol content, color, bacteria, and heat and cold stability. Winemakers are largely responsible for the quality of the finished product since they exercise control over all winemaking procedures. "Filtration and sanitation conditions play a big role in producing quality wine," Don commented "and a winemaker's job is to see that the best of these conditions exists."

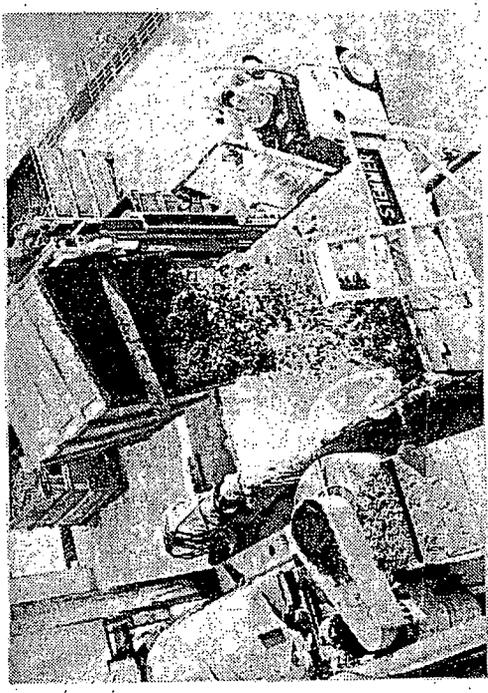
When the wine clears the testing lab, it is sent to bottling lines. There, it is run through one final filtration and is sampled once again.

Meier's whose wines are nationally distributed, produce about a 25,000 ton crush each year or approximately 1 million gallons of wine. They have enough storage tank capacity for 2.7 million gallons of wine. Many of the sky-high tanks, and some of the processing equipment are located outside. Like the postal service, "The show goes on rain or shine," Don

stated. Numerous wines are produced each year, including table, dessert, aperitif wines and champagne. Most grapes used in Meier's wine production are of the northeastern variety - labrusca, french hybrid and vinifera. The company owns a 350-acre vineyard on North Bass Island on Lake Erie. Most of their grapes are shipped from there



In the testing lab, Don Bower uses a hydrometer to check sugar percentage of fermented juice. (Photo by Anne Marie Porter)



Cartons of catawba grapes are being unloaded by Dick Loch into the stemmer, the first step in winemaking. This machine removes all stems and breaks the skin of the grapes. (Photo by Anne Marie Porter)

or surrounding states. Grapes arrive by the crateful, between mid-August and October. Processing continues throughout the year, with the first fruits of this year's crush coming out some time next March. During periods when wine is not actually being produced, testing is performed to develop new wines. Fifteen people are involved with production processes.

In addition to producing wine, Meier's has a cafe-type restaurant adjacent to their production center where they sell wine, serve food and provide entertainment Friday and Saturday evenings.

Clermont College has asked Don to conduct a winemaking course this fall, beginning October 3. He expects the course to be "light and fun." He hopes to help his students develop tastes for various wines and be able to distinguish between table (or dinner) wines and dessert wines.

Table wines (white, rose, and red), said the winemaker, tend to be dry. There is a difference between dry and sour stressed Don, explaining, "Sour indicates vinegar and that means a wine is spoiled." Table wines usually have an alcoholic content less than 14 percent.

"Dessert wines are sweeter wines," Don continued. "They consist of 5 to 15 percent sugar and have a 14 to 21 percent alcohol content." Aperitif wines are highest in alcoholic content. These are specially flavored wines such as vermouth, which contains herbs and spices. Their alcoholic content is usually around 21 percent.

A good wine, Don feels, is up to individual tastes. "A lot of wines are expensive and good because someone has labeled them that way. Each person has to differentiate for himself which is a good wine and which is not. Wines should taste clean and pleasant."

He hopes to demonstrate to his class specific things that happen when wine spoils. The class will become acquainted with different tastes of sweetness, acidity, preservatives and carbonation in wines.

His class will have the opportunity to enjoy a field trip to Meier's to view the production facility.

Don views his position as an important one. The quality of the wine produced depends a great deal on his decisions and expertise. He wants to provide the public with products they really enjoy. And there's no doubt many people enjoy the fruit of the vine when it's turned into wine.

## Ladies Enjoy Tour Of Meier's Winery While Men Play In OWWDA Golf Tourney

By Vi Hendershot

Silverton, O. — While the men were on the golf course, participating in the annual spring tournament held by Ohio Wholesale Wine Dealers Association at Kings Island, some of the ladies enjoyed a tour of Meier's Wine Cellars here in Silverton.

We were met at the front door of the Kings Island Inn by Meier's Jerry Vitek and Bob Dunseth who drove us to the winery. In the group were Shirley (Mrs. James) Oppenheim, and Debbie Camela and Kathy Sivard, both of OWWDA.

Joann Vitek joined us at the winery and we enjoyed a glass of pink champagne in the restaurant, viewed the winery's lovely garden and began our tour.

Meier's has been making wine for more than 100 years and has an international reputation for their fine wines. The vineyards are located on the island of St. George in Lake Erie. The grapes are harvested in early fall and sent to the winery here in Silverton to be crushed, processed and aged.

We visited the old wine cellars containing the casks, 13 of which are originals used by "Grandpa" Meier in 1895. Special controlled process keeps the sparkle in the wine long after it is opened.

The casks of sherry were aging outside in the traditional manner, where they remain year round.

The tour then followed the bottling, capping and packaging line to the warehouse, where the cases await distribution all over the country.

The last stop on the tour was the laboratory, where wines are constantly being tested and new brands are created.

We then had a lovely luncheon with our hosts and sampled some of their fine Meier's products. After lunch we were shown a movie of the history of Meier's winery and some of the unusual bottles which are now collectors items.

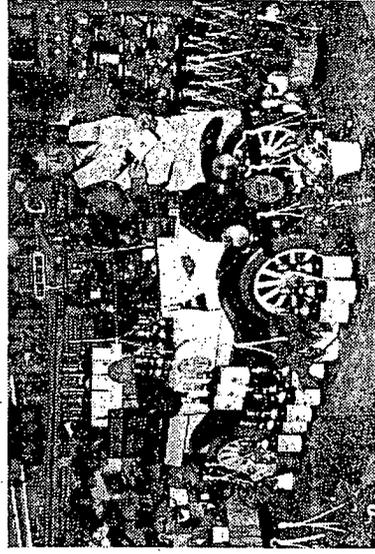
One of the unique products featured by the company, which is



### Conducts Meier's Tour

Robert Dunseth, center above, conducted a tour of Meier's Wine Cellars at Silverton for the ladies attending the Ohio Wholesale Wine Dealers Association spring outing at Kings Island. Ohio Department of Liquor Control officials with Dunseth are Dom J. Palito, left, deputy director, and Kenneth Cole, chief of real estate division.

It was a pleasant, memorable ally Bob Dunseth, who sacrificed day and special thanks go to all his golf game to show us ladies a the nice people at Meier's, expect wonderful time.



### Meier's Wine On Wheels

Instead of a display drive Meier's wines are featured in a driving display. This attractive and eye catching display of Meier's Wine Cellars products features a mini antique car. Admiring the display and the products is Tony Dandrea, manager of Kroger store on W. Henderson Rd. in Columbus. The car actually does run and is being seen promoting Meier's wines around the state.

EXHIBIT R

## Meier's 1984 Lake Erie Vidal Blanc

This increasingly popular white wine has a hint of sweetness to its basically dry taste.

The French-hybrid Vidal grapes used in Meier's 1984 Lake Erie Vidal Blanc were harvested on November 5th, 1984 and received at the winery at 19.4 Brix.

Under the watchful eye of our winemakers, these premium grapes have been pressed, fermented and made into a truly outstanding wine with a total acid of .67%, a ph of 3.4, 12.2% finished alcohol and a residual sugar of 1.43 grams.

Meier's 1984 Vidal Blanc is delicious with seafood and other light dishes.

TYPE: \_\_\_\_\_ DATE SAMPLED: \_\_\_\_\_ PRICE \$ \_\_\_\_\_

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



MW-177

Please call (513) 891-2900 if you cannot find your favorite Meier's Wine in your area.

## Meier's 1984 Lake Erie Seyval Blanc

The crispness of this wine begins with premium quality French-hybrid Seyval Grapes; harvested on September 23rd, 1984, and received at the winery at 19.9 Brix.

This wine attains its perfect balance under the careful supervision of our winemakers who closely monitor the pressing, fermenting and blending functions. Meier's 1984 Seyval Blanc is bottled with a total acid of .68%, 3.35 ph a finished alcohol of 11.8% and a residual sugar of 0.62 grams.

The result is a white wine that is worthy accompaniment to seafood and other lighter foods.

TYPE: \_\_\_\_\_ DATE SAMPLED: \_\_\_\_\_ PRICE \$ \_\_\_\_\_

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



MW-178

Please call (513) 891-2900 if you cannot find your favorite Meier's Wine in your area.

### EXHIBIT R

Memorandum in Support of  
Motion for Summary Judgment

PMTZ-001332

MW-174

## Meier's Walleye White

The residents of tiny North Bass Island are renowned for their special method of preparing Lake Erie Walleye.

Our winemakers have developed this special blend of Riesling, Aurora and Vidal wines to serve with the snowy white, sweetly flavored flakes of properly prepared Walleye.

Meier's Wine cellars Walleye White is bottled with a total acid of .63%, a ph of 3.4, 11% finished alcohol and a residual sugar of 0.9 grams.

While we call it "Walleye White", its medium-dry taste and superb balance make it a fine wine to serve well-chilled with most fish recipes.



TYPE: \_\_\_\_\_ DATE SAMPLED: \_\_\_\_\_ PRICE \$ \_\_\_\_\_

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_

Please call (513) 891-2900 if you cannot find your favorite Meier's Wine in your area.

MW-175

## Meier's 1984 Johannisberg Riesling

Located only two miles from the Canadian border, Meier's Isle St. George vineyard has been designated a specific viticultural area by the U.S. Government because of its unique grape-growing characteristics. Isle St. George is blessed with an unusually long, temperate growing season.

Our Vineyard Master has given special attention to the premium Johannisberg Riesling grapes that make Meier's Isle St. George 1984 J. Riesling a superb wine. Harvested from the island on September 29th, 1984, the grapes were received at the winery at 21.8 Brix.

The finished wine is lightly balanced with a fragrant bouquet and fruity flavor, with a total acid of .67%, a ph of 3.45, 11.6% alcohol and a residual sugar of 1.0 grams.



TYPE: \_\_\_\_\_ DATE SAMPLED: \_\_\_\_\_ PRICE \$ \_\_\_\_\_

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_

Please call (513) 891-2900 if you cannot find your favorite Meier's Wine in your area.

MW-176

## Meier's Chardonnay

The rich character of the Chardonnay grape has been captured to perfection as harvested from Meier's Isle St. George vineyard, located only two miles from the Canadian border.

Designated as a specific viticultural area by the U.S. Government because of its unique grape-growing characteristics, Isle St. George is blessed with an unusually long, temperate growing season.

Meier's Isle St. George Chardonnay is bottled with a total acid of .33%, a ph of 3.6, 11.6% alcohol and 0.15 grams of residual sugar.

This crisp dry wine is excellent with seafood and other light dishes.



TYPE: \_\_\_\_\_ DATE SAMPLED: \_\_\_\_\_ PRICE \$ \_\_\_\_\_

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_

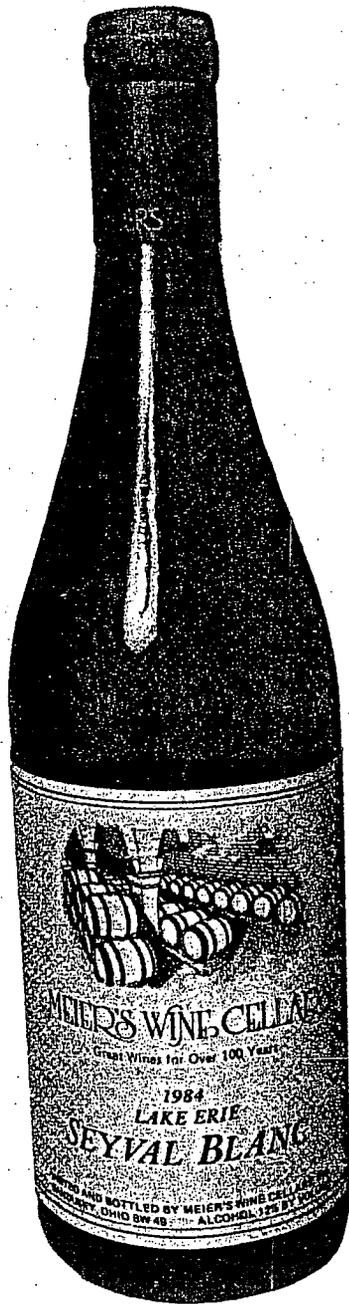
Please call (513) 891-2900 if you cannot find your favorite Meier's Wine in your area.

PMTZ-001333

LIMITED SELECTION OFFERING

*MEIER'S*  
WINE CELLARS

*1984*  
*Lake Erie*  
*Seyval Blanc*



The crispness of this wine begins with premium quality French-hybrid Seyval Grapes; harvested on September 23rd, 1984, and received at the winery at 19.9 Brix.

This wine attains its perfect balance under the careful supervision of our winemakers who closely monitor the pressing, fermenting and blending functions. Meier's 1984 Seyval Blanc is bottled with a total acid of .68%, 3.35 ph, a finished alcohol of 11.8% and a residual sugar of 0.62 grams.

The result is a white wine that is worthy accompaniment to seafood and other lighter foods.

MEIER'S WINE CELLARS, INC. SANDUSKY, OHIO

PMTZ-001334

MW-173

LIMITED SELECTION OFFERING

*MEIER'S*  
WINE CELLARS

*1984*  
*Lake Erie*  
*Vidal Blanc*



This increasingly popular white wine has a hint of sweetness to its basically dry taste.

The French-hybrid Vidal grapes used in Meier's 1984 Lake Erie Vidal Blanc were harvested on November 5th, 1984, and received at the winery at 19.4 Brix.

Under the watchful eye of our winemakers, these premium grapes have been pressed, fermented and made into a truly outstanding wine with a total acid of .67%, a ph of 3.4, 12.2% finished alcohol and a residual sugar of 1.43 grams.

Meier's 1984 Vidal Blanc is delicious with seafood and other light dishes.

MEIER'S WINE CELLARS, INC. SANDUSKY, OHIO

PMTZ-001335

LIMITED SELECTION OFFERING



**MEIER'S**  
**ISLE ST. GEORGE**  
**1984**  
***Johannisberg***  
***Riesling***

Located only two miles from the Canadian border, Meier's Isle St. George vineyard has been designated a specific viticultural area by the U.S. Government because of its unique grape-growing characteristics. Isle St. George is blessed with an unusually long, temperate growing season.

Our Vineyard Master has given special attention to the premium Johannisberg Riesling grapes that make Meier's Isle St. George 1984 J. Riesling a superb wine. Harvested from the island on September 29th, 1984, the grapes were received at the winery at 21.8 Brix.

The finished wine is lightly balanced with a fragrant bouquet and fruity flavor, with a total acid of .67%, a ph of 3.45, 11.6% alcohol and a residual sugar of 1.0 grams.

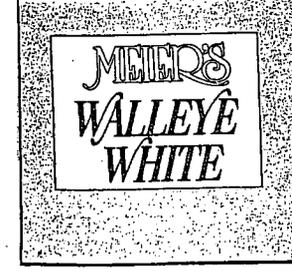
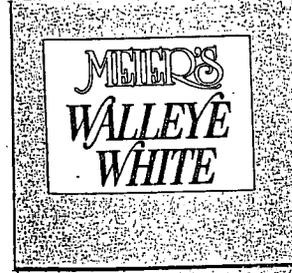
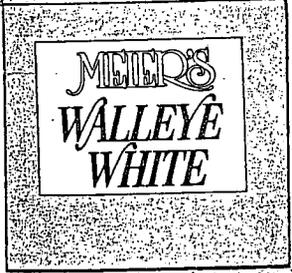
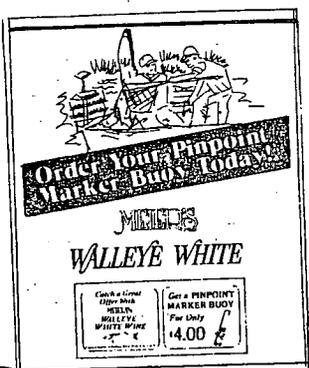
MEIER'S WINE CELLARS, INC. SANDUSKY, OHIO

PMTZ-001336

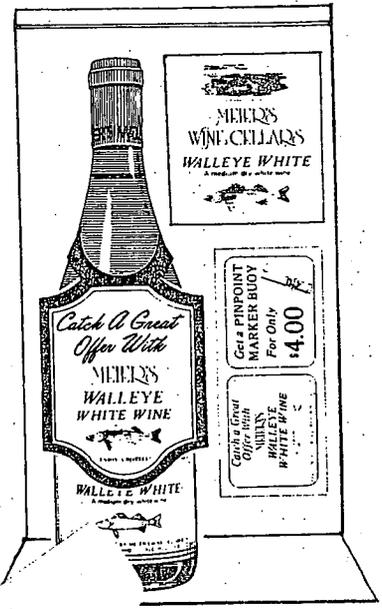
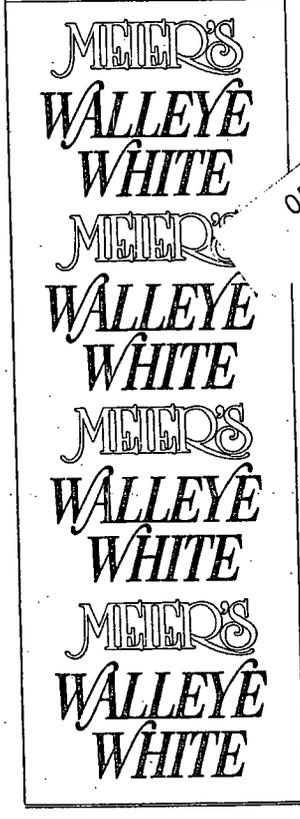
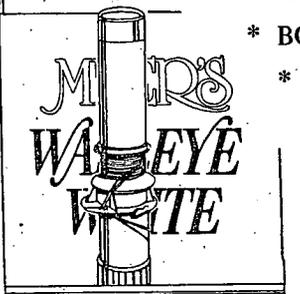


# MEIER'S WALLEYE WHITE

## Pinpoint Marker Buoy Program



- \* 4-CASE FLOOR DISPLAYS
- \* COUNTER DISPLAYS
- \* BOTTLE DANGLERS
- \* COUPON PADS
- \* CASE CARDS



OBSOLETE - DATED MATERIAL

Now, Meier's Walleye White offers you the opportunity to increase sales and profits with a promotional program supported by this new point-of-sale material.

Attention-grabbing floor displays have been designed to include a sample of the customized marker buoy being offered to consumers at a special price, (by mail) and also special case cards, coupon pads and bottle danglers.

Additional support material is available to promote this program where floor displays cannot be utilized. Place danglers on bottles on shelf displays. Coupon pads have clean-stick backing and can be attached to shelves and counter display cards to insure the continuation of the program even after the bottle danglers are gone. Customers need either the bottle dangler or coupon from pad to qualify for the special offer.

PMTZ-001338      MW-216

MEIER'S WALLEYE WHITE WINE - ALC. 11% BY VOLUME

MEIER'S WINE CELLARS - 6955 PLAINFIELD PIKE - SILVERTON, OHIO

Meier's Wine Cellars, Silverton, Ohio • Alc. 12% by Vol.

"QUALITY WINES OF OHIO"

MEIER'S

WE  
PROUDLY  
POUR...  
MEIER'S CHABLIS



Glass \_\_\_\_\_ Carafe \_\_\_\_\_ ½ Carafe \_\_\_\_\_

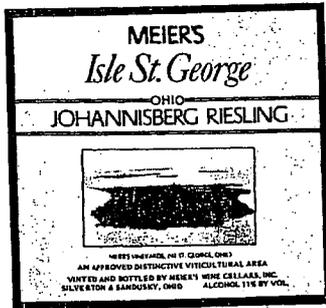
Meier's Wine Cellars, Silverton, Ohio • Alc. 12% by Vol.

MW-143

PMTZ-001339

# YOUR PATRONS COME FROM OHIO... ...HOW ABOUT YOUR WINES?

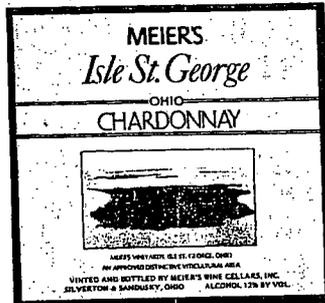
THESE AWARD-WINNING WINES FROM  
MEIER'S ADD THAT IMPORTANT LOCAL  
TOUCH TO YOUR PRESENT WINE LIST  
ALL ARE MEDAL WINNERS -- ALL CAN  
BE SERVED WITH PRIDE AND CONFIDENCE.



ISLE ST. GEORGE  
JOHANNISBERG RIESLING

Slightly sweet, 100% Riesling —  
Comparable to European Riesling  
wines.

*Sight: light straw*  
*Nose: fruity*  
*Taste: full of varietal character*



MEIER'S CHARDONNAY

Classical European style wine.

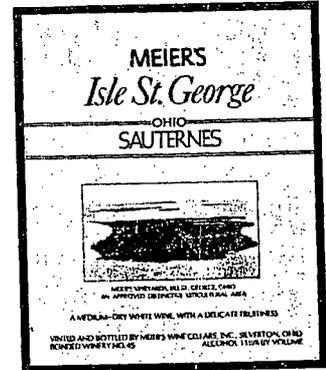
*Sight: light in color*  
*Nose: buttery*  
*Taste: medium-bodied  
varietal*



MEIER'S  
GEWÜRZTRAMINER

avor, unique to  
inner wines.

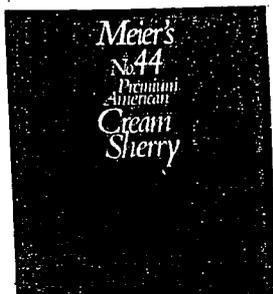
*Sight: amber-colored*  
*Nose: full*  
*Taste: spicy*



ISLE ST. GEORGE SAUTERNES

A Sauternes as Meier's has  
produced for years.

*Sight: brilliantly clear*  
*Nose: fruity*  
*Taste: medium-dry*



MEIER'S  
NO. 44 CREAM SHERRY

Rich dessert or aperitif wine —  
winner of numerous gold medal  
awards.

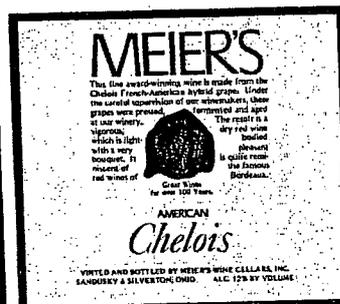
*Sight: clear, amber-colored*  
*Nose: toasty nut aromas*  
*Taste: smooth, full-bodied,  
rounded flavors*



CHATEAU REIEM  
AMERICAN SPUMANTE

Reminiscent of the Italian Sparkling  
Wine; festive for any occasion.

*Sight: brilliant, golden*  
*Nose: clear, fresh, fruity aroma*  
*Taste: sparkling, pleasantly sweet*



MEIER'S AMERICAN CHELOIS

Fine award-winning wine made  
from the Chelois French-Ameri-  
can hybrid grape.

*Sight: clear, ruby-red*  
*Nose: pleasant bouquet, vigorous  
aroma*  
*Taste: light-bodied, dry, remini-  
scent of Bordeaux wines.*



MEIER'S BLANC DE  
BLANCS CHAMPAGNE

Made from a specially selected  
collection of Eastern and hybrid  
grapes.

*Sight: straw-colored*  
*Nose: yeasty*  
*Taste: crisp, clean*

MW-147

FOR YOUR LOCAL MEIER'S DISTRIBUTOR AND POINT OF SALE ADVERTISING MERCHANDISE CALL:  
(513) 891-2900. MEIER'S WINE CELLARS, 6955 PLAINFIELD PIKE, SILVERTON, OHIO 45236

MW-141

# JUST ARRIVED...

*The First of a Tradition from  
the Lake Erie Viticultural Area.*

## MEIER'S WINE CELLARS

1984

LAKE ERIE

### NOUVEAU ROUGE

A "OBSOLETE" - DATED MATERIAL

*...ed wine made in the  
"Nouveau" French wines.  
... find most interesting and pleasurable.*

*Vinted and Bottled By Meier's Wine Cellars, Inc., Sandusky, Ohio*

MW-142

# JUST ARRIVED...

*A continuing Tradition from  
the Lake Erie Viticultural Area*

## MEIER'S WINE CELLARS 1985 LAKE ERIE NOUVEAU ROUGE

*A light and elegant red wine. An  
unusual, fresh and appealing style  
made for drinking young.*

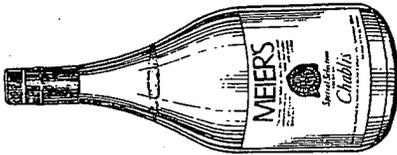
Glass \$ \_\_\_\_\_ Bottle \$ \_\_\_\_\_

PMTZ-001341

MEIERS

**NEW  
LOW PRICE!**

OBSOLETE - DATED MATERIAL



**4.99**

PER 1.5 LITER BOTTLE

*Haut  
Sauternes*

*Chablis*

*Mellow  
Burgundy*

*Sauvignon*

MW-95



MW-97



MW-98



MW-99



MW-100



MW-101



MW-102

PMTZ-001342

MEIERS

**NW \$2.93**

PER 750 ML.

**LOWEST PRICE!**

OBSOLETE - DATED MATERIAL

PER 1.5 LITER

CATAWBAS — BLACKBERRY — CONCORD — RED SEEDLING

MEIERS'S

**\$1.99**

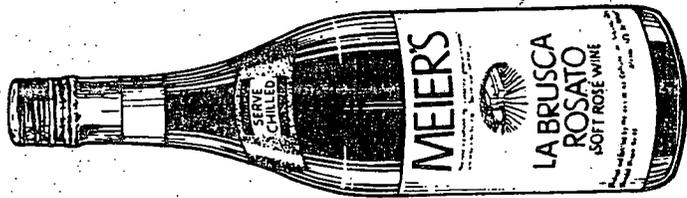
PER 750 ML.

OBSOLETE - DATED MATERIAL

**LOWEST PRICE .89**

PER 1.5 LITER

BIANCO — ROSATO



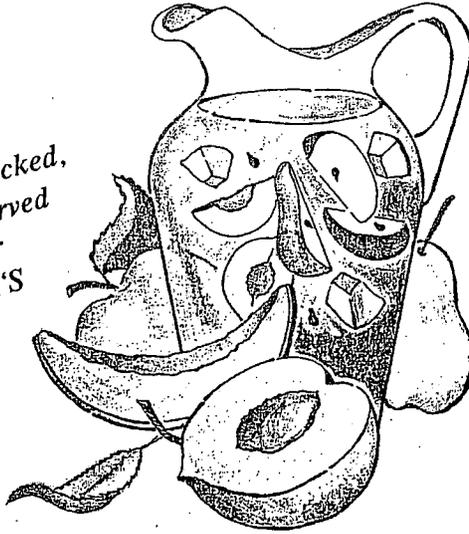
MW-93

MW-94

PMTZ-001343

# MEIER'S Catawba N'Fruit

*Slices of freshly picked,  
marinated fruit served  
chilled in a pitcher  
filled with MEIER'S  
PINK CATAWBA  
WINE*



PRODUCED BY MEIER'S WINE CELLARS ALCOHOL 12% BY VOLUME.

MW-85

PMTZ-001344



- Island White, A Fresh, Clean, Dry Taste
- Island Rosé, Soft, Delightfully Light
- Island Red, Hearty, Full-Bodied



Glass	<input type="checkbox"/>
Half-Carafe	<input type="checkbox"/>
Full Carafe	<input type="checkbox"/>

MW-19

Meier's Wine Cellars, Inc. Silverton, Ohio Alc. 12% by Vol.

PMTZ-001345



## MEIER'S WINE CELLARS

### THE STORY OF MEIER'S "44 CREAM SHERRY"

Meier's Wine Cellars of Ohio has decided in the interest of full disclosure to reveal the full and definitive story behind its award-winning wine, "44 Cream Sherry." For some thirty years now, this unique wine has intrigued and pleased the minds and palates of wine lovers. Recently, however, the same wine is being pursued by trivia buffs determined to discover the real meaning—be it magical, mystical, or simply historical, behind the "44" designation.

Meier's presently finds itself in an uncomfortable situation. Trivia lovers are relentless and not easily discouraged. Knowing this to be true, wine lovers have become increasingly annoyed, fearing that one of their favorite wines, one that they view as a personal secret to be zealously guarded, may become a household name.

#### CLUES

Meier's "44 Cream Sherry" is a superb wine; America's finest in this category. Several wine historians have wisely noted that the winery reopened shortly after the repeal of Prohibition in 1933. Thus, and this is pure speculation on their part, the genesis of "44 Cream Sherry" could be traced to 1944. An interesting and quite plausible theory. Back then, owner and winemaker, Henry Sonneman, was indeed in the midst of establishing a special sherry-aging system known as solera. Besides, the first "44 Cream Sherry" sold by Meier's was in the early 1950's. Then, as nowadays, the wine was aged for 4 to 7 years in small casks, with additional time in larger cooperage, then bottled and bin-aged at the winery before reaching the market. The numbers compute fairly well here.

Winemakers, noting the special long cask-aging history of Meier's "44 Cream Sherry," offer a slightly different viewpoint. When a wine is aged for 4 to 7 years in small casks—especially when the casks are placed outdoors and subjected to extremes of cold, heat, and humidity—evaporation of the contents becomes a factor. Under such circumstances, a 50-gallon cask would end up containing only about 44 gallons. The flavors would have become concentrated and the body rich. This one has considerable merit.

Sherry-makers are winemakers with a difference, though. Henry Sonneman was a great winemaker, but one who was also a recognized Sherry aficionado. His favorite was a long-aged, rich bodied, very fragrant Spanish Sherry known as Oloroso. But his preference leaned toward Oloroso made with some added sweetness for depth and versatility. Concerned about restricted availability of his favorite during World War II, he was determined to replicate that wine at Meier's Wine Cellars. The end result, the first-ever "44 Cream Sherry" was so named because when he had finished, he was convinced his version of Cream Sherry was twice as good as his favorite imported brand, then identified as #22.

Sherry-makers, unlike winemakers, are reluctant to either sell or tell all. Like some great chefs specializing in stews or gumbos, they offer only a portion to the general public, preserving the remainder to inform and serve as the building blocks for all subsequent offerings. Oddly enough, though, Meier's "44 Cream Sherry" has, since Day #1, been widely received in New Orleans, home to a variety of stews and gumbos.

#### MAN MADE

While pondering the above "explanations" for our "44 Cream Sherry," one must remember that Sherry is a special wine created by man. Most wines as we know them today are influenced by Nature, with mankind occupying a lesser role. Sherry is part of an illustrious circle of speciality wines, such as Champagne, Port, and Madiera, in which man takes wine and shapes it into something else. At Meier's, our Cream Sherry begins life as a "still" wine. We use as our basic wine grapes, the Native American ones know as *Vitis labrusca*. We do use some others (*Vitis vinifera*) just as well

because by the time we are finished, the "44 Cream Sherry" has been shaped into its own personality. Technique, winemaking procedures along the way are responsible for what finally emerges in the glass. Edward A. (Ted) Moulton, Meier's accomplished winemaker, has captured the idiom and artistry of "44 Cream Sherry."

#### STEP BY STEP

From the large inventory of wines in stock at the winery, Ted selects (as did Henry) those best suited to be converted into our "44 Cream Sherry." The chosen lots are blended and then gently heated, or warmed, at a temperature of 115°F for at least three months. This procedure, known as "slow baking" to the trade, helps convert the wine into the first stages of Sherry. Warmer "baking" for the same or shorter time fails to yield the desirable nutty (reminiscent of walnuts and hazelnuts) aroma and flavor.

After completion of this initial stage, the Sherry is fortified and subsequently sweetened. By the addition of clean, neutral spirits, this base Sherry material is fortified to the required alcohol by volume content of about 18% alcohol. It may at this time technically be Sherry. We then add to its sweetness, which brings it up to the level of Cream Sherry. However, by no means, at this stage is it our "44 Cream Sherry."

#### WEATHERING HEIGHTS

The uniqueness of our "44" Sherry develops from the system of aging and blending. Extra long-aging in 50-gallon capacity American oak casks represents the next stage. Each cask is at least once-used to avoid excessive oak character. Most of the casks have been used over and over again in order to maintain a stylistic similarity.

All these small casks are placed outdoors, both adjacent to our winery and on the rooftops for a period of extended aging. This practice, once widespread in Spain in the aging of Sherry, is far more advantageous than one might initially suspect. Exposing the wine to the vagaries of Nature in winter and in summer brings about slow, beneficial changes. The wine clarifies itself naturally by precipitating tartrate crystals during the cold winters, and protein hazes during the warm summer months. "Weathering," as this barrel aging technique is known, brings added dividends. Over time, which must be four years or more 'Al fresco,' the wines within slowly develop or marry into harmony, smoothness of flavor, and into an exotic, fragrant personality.

#### CONSISTENCY AND UNIFORMITY

Meier's "44 Cream Sherry" is more than long-aged, "weathered" or seasoned Sherry. After being aged, the wines are returned to our cellars for sensory analysis and final blending. They are moved from small casks to our larger 1,000 gallon capacity 'holding' containers where they remain for several months. This period is determined by taste only. In this larger vat, we blend a small percentage of new wine into the aged, which refreshes the total blend. The older wine serves to "educate" the new. What is eventually bottled and identified as Meier's "44 Cream Sherry" is the same style and character as what was bottled last year, or twenty years ago.

#### OTHER THINGS NEVER CHANGE

Since 1976 Meier's Wine Cellars has been owned by Robert Gottesman, a brilliant and inspired "wineman." Under his direction, the winery has successfully grown to become one of the largest and finest in the Eastern United States. Beginning in 1977, he pioneered the planting of what is now the largest vineyard in Ohio consisting of the European or *Vitis vinifera* varieties. These vineyards, located on the "Isle of St. George," were, thanks to his efforts, designated a federally-approved Viticultural Area in 1982.

One constant factor among the many changes at Meier's Wine Cellars today is the "44 Cream Sherry" It is as hard to find now as it always has been. And it is every bit as unique.

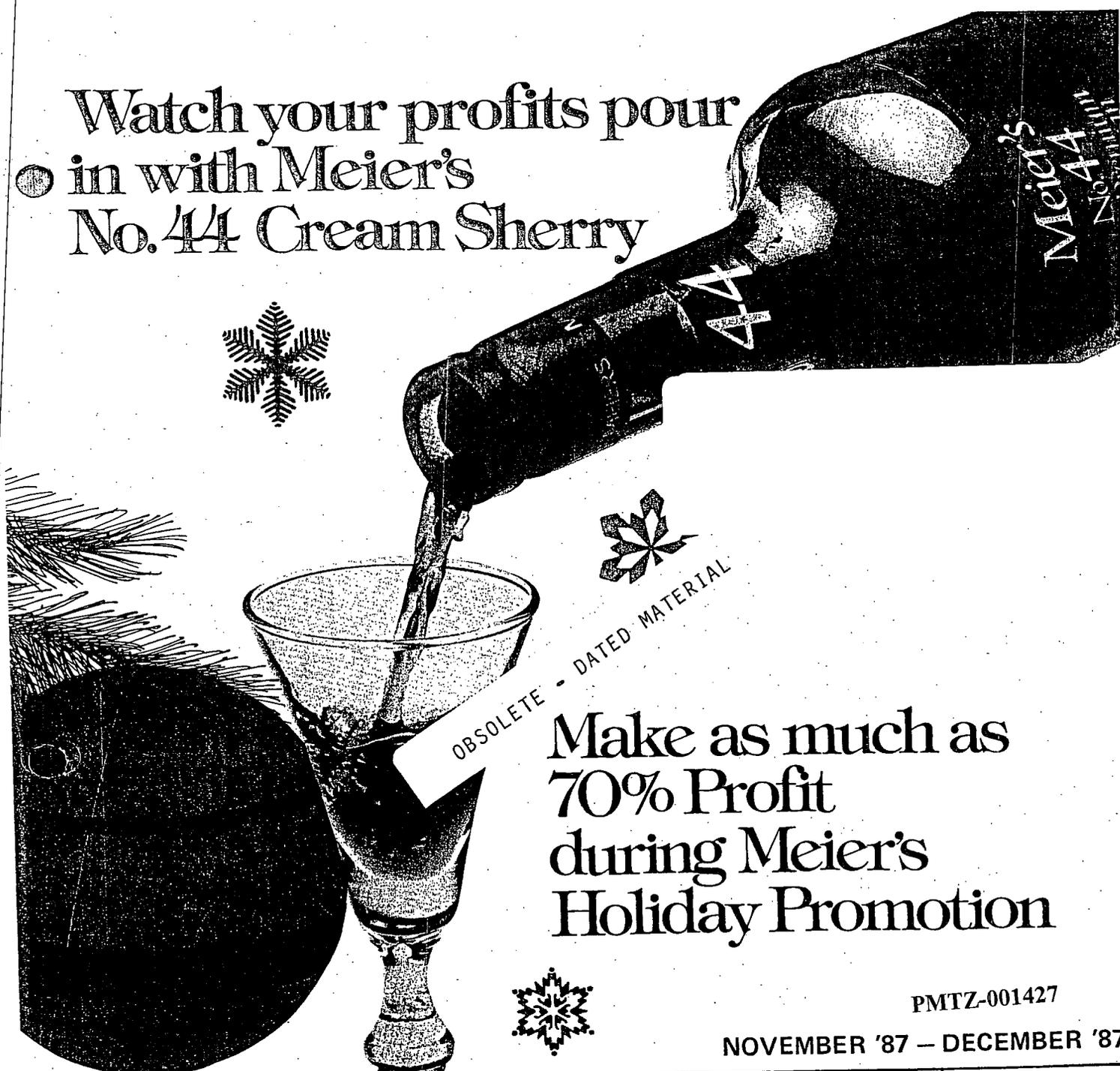
Bob Gottesman's own personal response to the question of what is the significance of the "44" on the label of his fabled Cream Sherry was quite direct.

"All of the above."

PMTZ-001347

Bern C. Ramey

Watch your profits pour  
 in with Meier's  
 No. 44 Cream Sherry



Make as much as  
 70% Profit  
 during Meier's  
 Holiday Promotion

PMTZ-001427

NOVEMBER '87 - DECEMBER '87

	LICENSEE COST/cs.	LICENSEE \$ PROFIT/cs.	LICENSEE % PROFIT/cs.	RETAIL PRICE/cs.	RETAIL PRICE/btl.
REGULAR 750 ML.	39.92	19.96	50%	59.88	4.99
SPECIAL HOLIDAY PROMOTION 750 ML.	35.92	23.96	66.7%	59.88	4.99
REGULAR 1.5 L.	33.96	16.98	50%	50.94	8.49
SPECIAL HOLIDAY PROMOTION 1.5 L.	29.96	20.98	70%	50.94	8.49

Don't miss your opportunity to profit with  
 Meier's No. 44 Cream Sherry from...

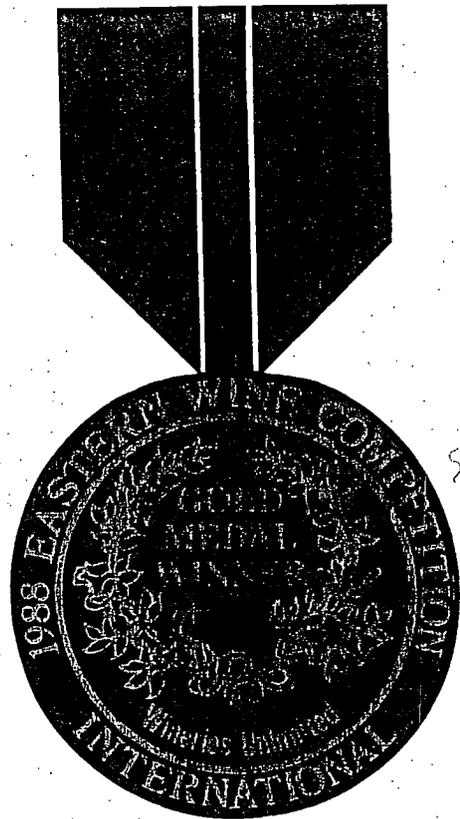
MEIER'S WINE CELLARS, Inc.  
 6955 PLAINFIELD PIKE, CINCINNATI, OHIO Phone (513) 891-2900



MW-265

# Meier's No.44 Cream Sherry

*Award Winning Tradition For More Than 30 Years  
And Now...*



**GOLD and BEST OF CLASS  
1988 WINERIES UNLIMITED  
INTERNATIONAL EASTERN  
WINE COMPETITION**

**INTRODUCED MORE THAN 30  
YEARS AGO AND WINNING  
MEDALS EVER SINCE!**

The experts agree. Meier's No.44 Cream Sherry is the best tasting, most attractively priced sherry in America. Skillfully blended and weathered outdoors in oak for 3½ to 5 years for a full-bodied, delightfully smooth nutty flavor. Supported by outstanding attention getting point-of-sale.

PMTZ-001428

Meier's Wine Cellars, 6955 Plainfield Pike, Cincinnati, Ohio, 45236 800-346-2942



# MEIER'S-ADVERTISING UPDATE

Here's the National Advertising Schedule for Meier's

Publication	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Bon Appetite		X				X		X
Country Living		X				X		X
Gourmet	X						X	X
Metropolitan Home	X						X	X
Newsweek	5/30					10/7		12/12
New Yorker					9/12			12/5
Smithsonian	X						X	X
Sports Illustrated		X*					X*	X*
Time Magazine	X*					X*		X*

OBSOLETE - DATED MATERIAL

\*Actual publication insert dates may vary.

*Backed up by your own areas' strongest city and regional magazines.*



PMTZ-001429

MW-121

# Make as much as 70% Profit during Meier's Holiday Promotion

## for No. 44 Cream Sherry...

CONTACT YOUR MEIER'S DISTRIBUTOR TODAY!

### CUYAHOGA COUNTY CLEVELAND

American Vineyards Company  
(216) 241-4190

### FRANKLIN COUNTY COLUMBUS

Ohio Valley Wine Company  
(614) 291-4679

### HAMILTON COUNTY BATAVIA

Clermont Distributing  
(513) 752-1350

### CINCINNATI

Heidelberg Distributing Company  
(513) 421-5000

Ohio Valley Wine Company  
(513) 771-9370

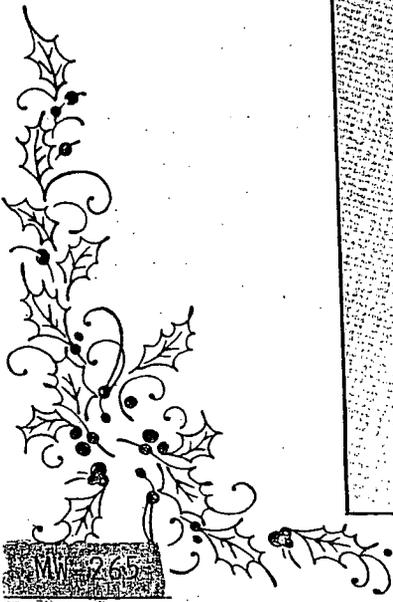
George Pessler Distributing  
(513) 941-7377

### MILFORD

Groeber Distributing, Inc.  
(513) 575-0098

MEIER'S WINE CELLARS, Inc.  
6955 PLAINFIELD PIKE, CINCINNATI, OHIO Phone (513) 891-2900

PMTZ-001430



# Meier's No.44 Cream Sherry

*Award Winning Tradition For More Than 30 Years  
And Now...*



**GOLD and BEST OF CLASS  
1988 WINERIES UNLIMITED  
INTERNATIONAL EASTERN  
WINE COMPETITION**

***INTRODUCED MORE THAN 30  
YEARS AGO AND WINNING  
MEDALS EVER SINCE!***

The experts agree. Meier's No.44 Cream Sherry is the best tasting, most attractively priced sherry in America. Skillfully blended and weathered outdoors in oak for 3½ to 5 years for a full-bodied, delightfully smooth nutty flavor. Supported by outstanding attention getting point-of-sale.

PMTZ-001431

# Champagne from Ohio Wins Praise from California

In 1842 Nicholas Longworth of Cincinnati created America's first champagne which was praised the world over. Today, the praise is focused on the great American sparkler created in his honor—

NICHOLAS LONGWORTH COMMEMORATIVE CHAMPAGNE

**Wine & Spirits**  
Dec. 1988

---

**U.S. METHODE CHAMPENOISE  
BRUT RESERVE**  
(8 Tasted; 3 Recommended)

- ★ Ch. St. Jean 1980 Sonoma Co. Grand Cuvée  
Medium gold color, lively bubbling; old-style nose, slightly oxidized with soft fruit tones; lively taste, good mouth feel, fruit and acidity in balance; clean finish. \$18
- ★ Mirassou 1982 Monterey Brut Reserve  
Medium gold, good bubble stream; some oxidation and a hint of aldehydes; fruity flavor, citrus notes; fairly simple at this stage but still offering some excitement. \$15
- ★ Nicholas Longworth NV American Limited Reserve Commemorative  
Good color with small active bubbles; light bread yeast nose, nutty backnote; soft mouth feel, good fruit and acidity; a little short in the finish, but nicely made. \$12.99



● Highly Recommended  
Highly Affordable

PMTZ-001432

Meier's Wine Cellars, 6955 Plainfield Pike, Cincinnati, Ohio 45236 (800) 346-2941

# The Richness of Wood

## Gift Boxes by

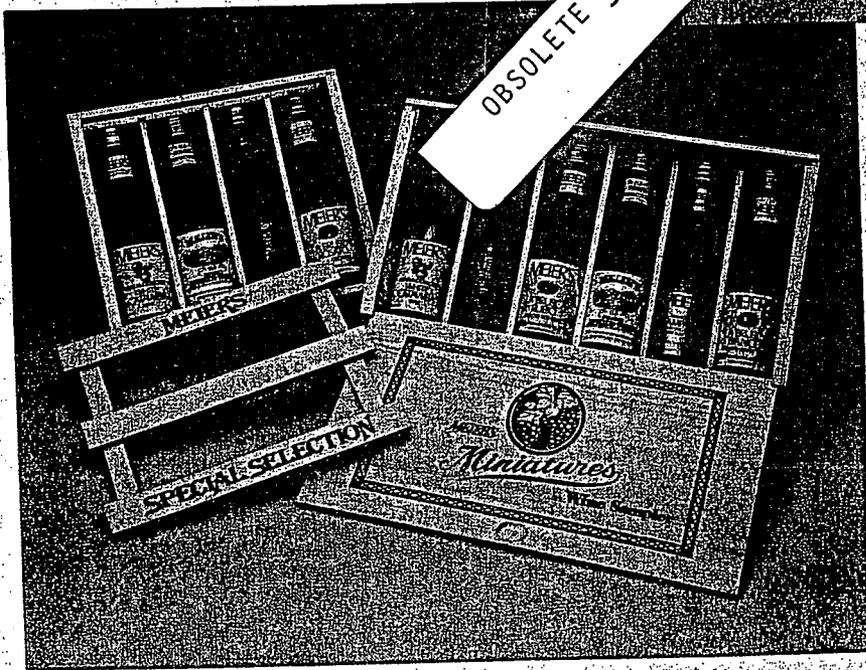
# MEIER'S



PMTZ-001433

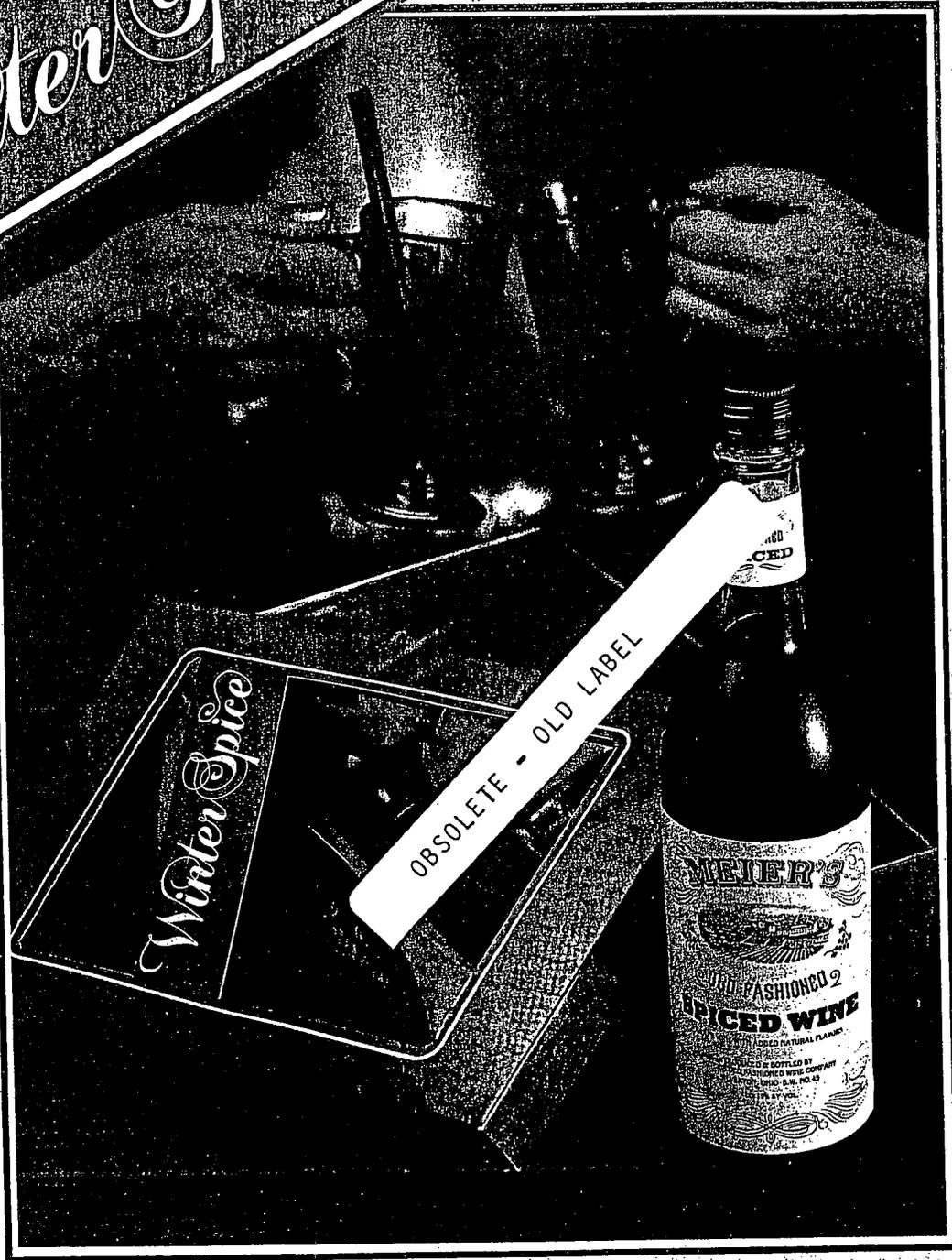


OBSOLETE - OLD LABEL



**MEIER'S**  
WINE CELLARS INC.  
6955 Plainfield Pike  
Cincinnati, Ohio 45236

# Winter Spice



## CONTENTS:

- 1 - Bottle of Meier's Old Fashioned Spiced Wine
- 2 - 'Meier's' Glass Wine Mugs
- 1 - Spiced Wine Recipe Booklet

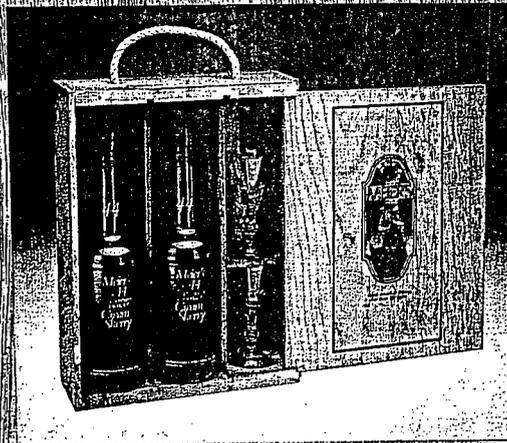
PMTZ-001435

**MEIER'S WINE CELLARS, INC.**

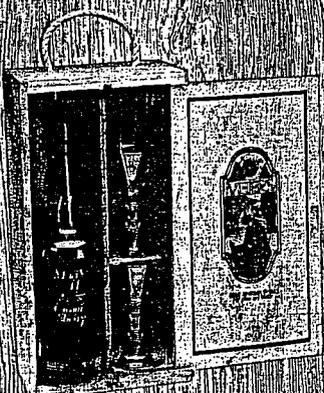
6955 Plainfield Pike  
Cincinnati, Ohio 45236

MW-187

*The Most Flexible Sales Program In The Industry  
Tailored To Your Special Marketing  
Opportunities And Needs!*



OBSOLETE - OLD LABEL



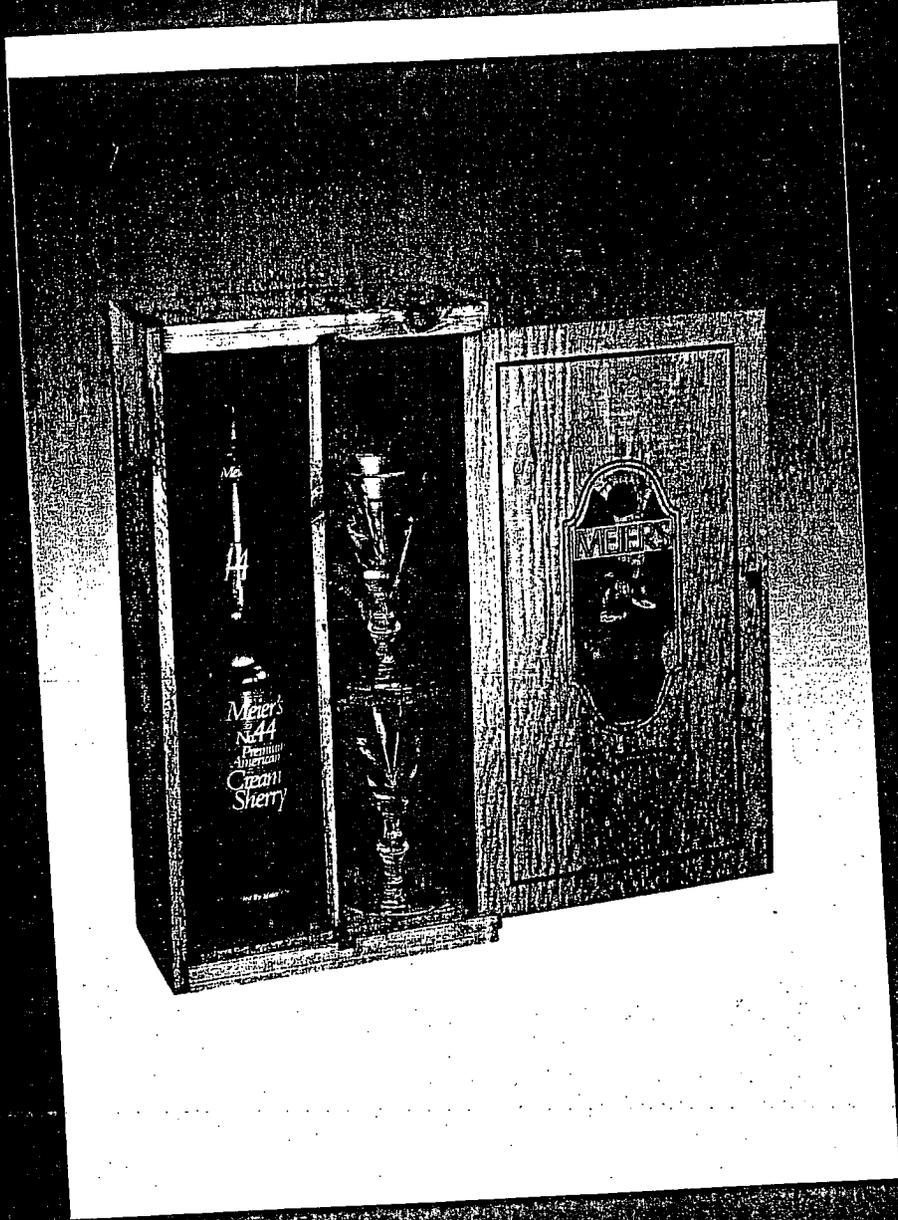
**MEIER'S**  
WINE CELLARS INC.  
16955 Plainfield Pike  
Cincinnati, Ohio 45236

*The Richness and Elegance  
of Wood  
In  
Gift Boxes by  
MEIER'S*



PMTZ-001437

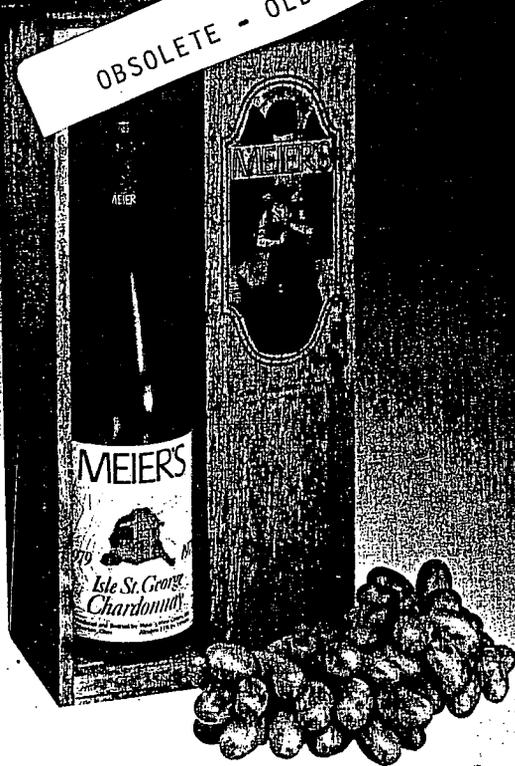
MW-60



PMTZ-001438

MW-59

OBSOLETE - OLD LABEL

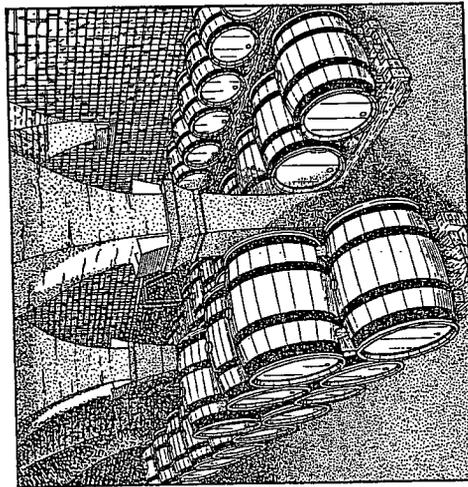


PMTZ-001439



*Meier's Ohio Wines*

*Enjoy the Pleasures  
of Premium Ohio Wines,  
Conveniently Delivered to  
Your Ohio Home from...*



## MEIER'S WINE CELLARS

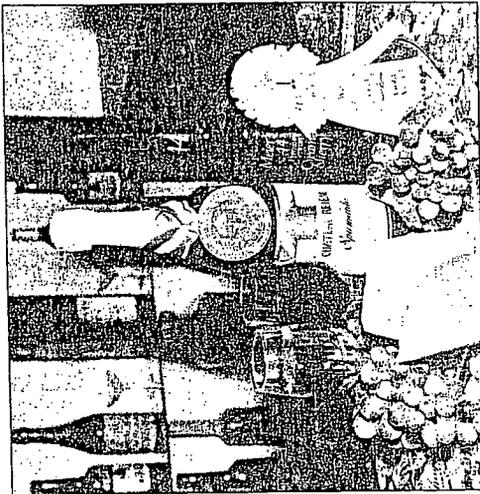
**PRICE LIST  
FOR OHIO DELIVERY**

### *The History of* **MEIER'S WINES**

Legend has it that wine was first "discovered" almost 8,000 years ago in Persia. And through the centuries it has acquired a mystique, a glamour, an aura of romance that truly makes it the "nectar of the gods".

Meier's, Ohio's oldest and largest winery, has been making great wines for more than 100 years, and today has an international reputation for the dedication and care we put into every bottle. Many of Meier's premium wines have been selected as award winners at prestigious competitions both nationally and internationally.

Meier's produces a great variety of wines, including premium Sherris, classic French-American hybrid varietals and award winning sparkling wines. From our vineyards on Isle St. George, to our winemaking facilities in Silvertown, no compromise is made with the craftsmanship and skill needed to create a wine we are proud to have you drink!



### **HOW TO ORDER OHIO WINES FOR U.P.S. SHIPMENT IN OHIO**

1. Wines can only be shipped in packs of 3, 6, or 12 bottles. Wine varieties may be assorted to your specifications within these quantities.
2. Make your wine selection on side 1 of the order form. Indicate the wine number, number of bottles, price per bottle and total cost for each variety selected.
3. Indicate the total number of bottles selected on the line provided. Add the total cost for all varieties selected and write this figure on the WINE TOTAL line.
4. Subtract 10% of the WINE TOTAL if your order is 12 bottles or more.
5. Add shipping charges. Call 1-800-346-2942 for exact shipping charges.
6. Complete side 2 of the order form. Mail order form with check, money order, or approved credit card number to MEIER'S WINE CELLARS. Credit card customers may phone orders to 1-800-346-2942.
7. Be sure you have provided an accurate shipping address and that an adult at least 21 years of age will be available to sign for package during regular business hours.



Your order will be processed immediately and delivered to your home within days.

We guarantee delivery in perfect condition to the shipping address provided on your order. Please remember that UPS will not forward.

We guarantee your complete satisfaction in our Ohio Wines or your money will be refunded.

**THANK YOU FOR YOUR ORDER!**

PMTZ-001441

*Suddenly the others  
pale by comparison.*



MEIERS

*Pink Riesling*

glass

bottle

MEIER'S WINE CELLARS  
Silverton, Ohio Alc. 12% by vol.

MW-278

MEIERS

*Pink Riesling*



Meiers Pink Riesling for today's taste  
in wine. Soft and lightly fruity with a delicate pink blush.  
It's perfect anytime.

glass

bottle

MW-271

PMTZ-001442

MW-302

**MEIER'S**  
SWEET or DRY  
VERMOUTH

**\$2.49**  
750 ML

**REGULAR  
EVERYDAY  
LOW PRICE**

MEIER'S WINE CELLARS, INC.  
SILVERTON, OH 45236  
ALC/VOL 16%-19%

PRODUCED & BOTTLED by MEIER'S WINE CELLARS, INC., SILVERTON, OHIO ALC. 16-19% by Vol.

**MEIER'S**

MW-293

**SWEET or DRY VERMOUTH**

**REGULAR  
EVERYDAY  
LOW PRICE**

**\$2.49**  
750 ml.

PMTZ-001443

EXHIBIT S

THE EVENT:

## Ohio Wine Challenge 1990

THE  
CONTESTANTS:

Meier's #44 Cream Sherry (\$5.45 per 750ml  
bottle)

VS.

Harvey's Bristol Cream (\$13.29 per 750ml  
bottle)

THE WINNER:

Meier's #44 with 54 points to  
Harvey's Bristol Cream's 51 points

### Here are a few more recent Meier's #44 wins:

- #44 Sherry - GOLD - 1990 Indiana Society of Cellarmasters
- #44 Port - GOLD - 1990 Indiana Society of Cellarmasters
- #44 Port - SILVER - 1990 Dallas Morning News Wine Competition
- #44 Port - BRONZE - 1990 Florida State Fair
- #44 Sherry - SILVER - 1989 National Orange Show
- #44 Port - BRONZE - 1989 National Orange Show



#### EXHIBIT S

Memorandum in Support of  
Motion for Summary Judgment

Meier's #44 Cream Sherry and #44 Port.  
The best values in the marketplace today.

Meier's Wine Cellars • Silverton, Ohio • Alc./Vol. 18%

PMTZ-001467

MEIER'S #44  
Cream Sherry

*"... is the best of its kind  
I've tasted..."*

— Ron Fonte  
President, Les Amis Du Vins

MEIER'S WINE CELLARS, INC. CINCINNATI, OH 45236

MEIER'S  
#44 Cream Sherry

*"... is the best of its kind  
I've tasted..."* — Ron Fonte  
President, Les Amis Du Vins

*"I find Meier's wine (#44 Sherry)  
superb... I also like the price..."*  
— Henri Fluchere, Editor & Publisher  
CONSUMER WINELETTER

First Compare  
Our Taste.  
Then  
Our Price.

PMTZ-001468

Enjoy Meier's 44 "Up" or "On-the-Rocks"

---

President, Les Amis Du Vins

—Ron Fonte

“ . . . Meier's 44 Cream Sherry  
is the best I've tasted. . . ”

---

Author, The Great Wine Grapes

—Bern C. Ramey

“ . . . Meier's 44 Cream Sherry  
is superb before dinner. . . ”

---

*As an aperitif*

**Cream Sherry**

**Meier's 44**

*May we recommend. . .*

**The Experts Agree . . .  
Meier's 44 Cream Sherry  
-An Outstanding Wine**

*Try a Glass Before Dinner. . .  
Straight Up or On-the-Rocks*

---

“ . . . 44 Cream Sherry is  
the best of its kind. . . ”

—Ron Fonte

President, Les Amis Du Vins

---

“ . . . Wonderful aperitif wine. . .  
marvelous over ice. . . ”

—William Kaufman

Author, Encyclopedia of American Wine

---

PMTZ-001469

**Try the Ohio Wine that beat the  
Largest Selling Blush Wine in the U.S.A.**

*The Event: 1990 Ohio Wine Challenge*

*The Results: Nicholas Longworth Blush Baco Noir - 40 points*

*Sutter Homes White Zinfandel - 37 points*

NICHOLAS LONGWORTH



HERITAGE SELECTIONS

Meier's Wine Cellars, Sylvania, OH. Alc. 12% By Vol.



NICHOLAS  
LONGWORTH

**Commemorative Champagne**

**SILVER MEDAL**

**SAN DIEGO WINE COMPETITION**

*Good color with small, active bubbles; light bread  
yeast nose; nutty backnote; soft mouth feel, good  
fruit & acidity -*

*-Wine & Spirits Magazine*

*Alcohol 12% by Volume, Meier's Wine Cellars Cincinnati*

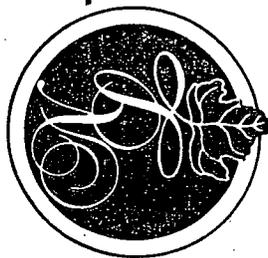
PMTZ-001470

**Try the Ohio Wine that beat the  
Largest Selling Blush Wine in the U.S.A.**

**The Event: 1990 Ohio Wine Challenge**

**The Results: Nicholas Longworth Blush Baco Noir - 40 points**

**Sutter Homes White Zinfandel - 37 points**



**NICHOLAS LONGWORTH**

**HERITAGE SELECTIONS**

Meier's Wine Cellars, Siltwater, OH. Alc. 12% By Vol.

PMTZ-001471

*Have You Tried the Ohio Wine  
that Beat the  
Largest Selling Blush Wine  
in the U.S.A.?*

*The Event: Ohio Wine Challenge 1990  
The Results: Sutter Home White Zinfandel...  
37 points  
Nicholas Longworth Blush Baco Noir...  
40 points*



*NICHOLAS LONGWORTH HERITAGE SELECTION WINES...  
TOUGH COMPETITION...  
...FROM OHIO!*



Meier's Wine Cellars • Cincinnati, Ohio

PMTZ-001472

Nicholas Longworth Wine Cellars • Cincinnati, Ohio • Alc. 12% by Vol.  
GLASS \_\_\_\_\_ BOTTLE \_\_\_\_\_

A delightfully fruity wine  
with a delicate blush color.

*Ohio Catawba*

HERITAGE SELECTION

LONGWORTH  
NICHOLAS

NICHOLAS  
LONGWORTH

HERITAGE SELECTION

*Ohio Catawba*

A delightfully fruity wine  
with a delicate blush color.

GLASS \_\_\_\_\_ BOTTLE \_\_\_\_\_  
Nicholas Longworth Wine Cellars • Cincinnati, Ohio • Alc. 12% by Vol.

PMTZ-001473

In the last two years  
 Meier's Wines have been  
 consistently honored  
 across the nation



Dallas Morning News  
 Wine Competition



International Eastern  
 Wine Competition



Society of Cellarmasters  
 Wine Competition



Ohio Wine  
 Competition



San Diego National  
 Wine Competition



Florida State Fair  
 Wine Competition



National Orange Show  
 Wine Competition

**NOW, YOU BE THE JUDGE!**

RESULTS FROM THE 1990  
 INTERVIN INTERNATIONAL  
 WINE COMPETITION

**SILVER**

TO  
 No. 44 CREAM SHERRY  
 AND  
 No. 44 RUBY PORT

THIS  
 JUST IN!



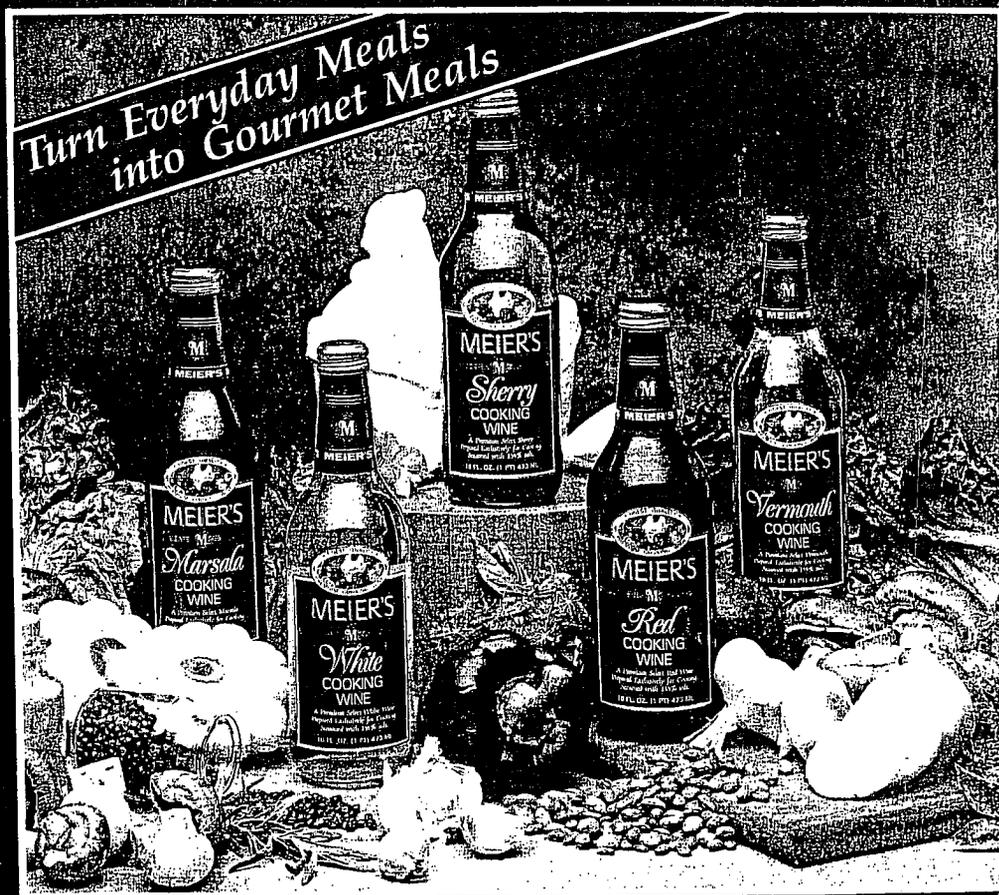
*Intervin*

For information on all Meier's products  
 contact your Meier's distributor or phone (513) 891-2900

PMTZ-001474

*New & Exciting From Meier's*

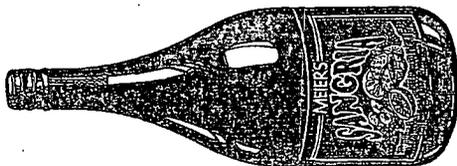
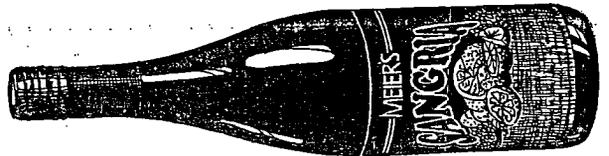
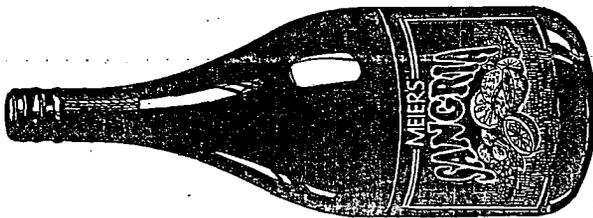
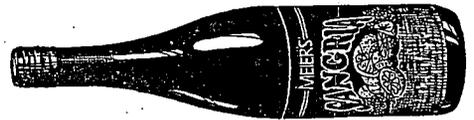
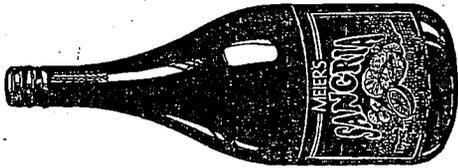
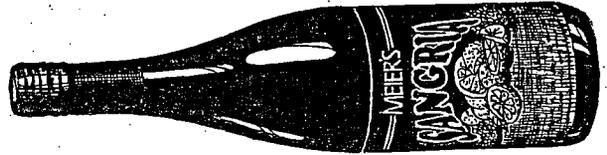
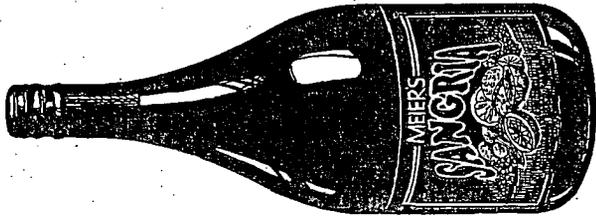
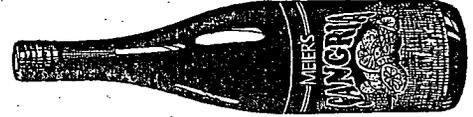
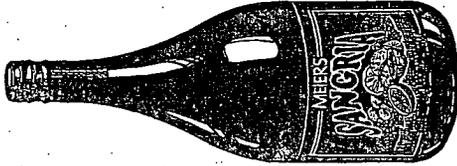
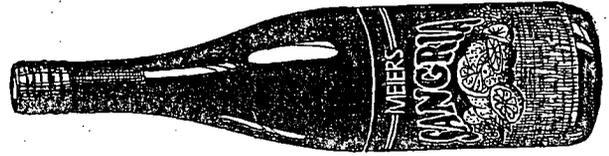
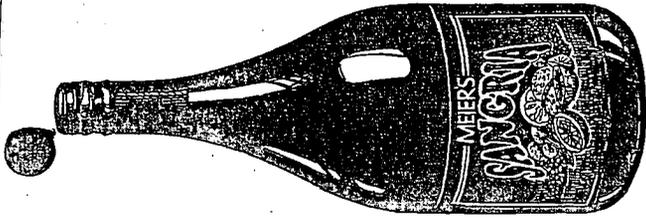
**A PREMIUM LINE  
OF COOKING WINES IN 5  
DELICIOUS GOURMET FLAVORS**



- MEIER'S SHERRY COOKING WINE
- MEIER'S RED COOKING WINE
- MEIER'S WHITE COOKING WINE
- MEIER'S VERMOUTH COOKING WINE
- MEIER'S MARSALA COOKING WINE

(in 16 oz. [1 pt.] bottles)

The John C. Meier Co. • 6955 Plainfield Pike • Silverton, Ohio 45236



PMTZ-001476

MEIER'S WINE CELLARS INC. SILVERTON, OH 45236 11.5% ALC/VOL

NEW SANGRIA  
BY MEIER'S



PMTZ-001477

A FESTIVE BLEND OF  
RED WINE AND NATURAL FLAVORS.  
SERVED CHILLED OR OVER ICE.

**SANGRIA**

MEIER'S

MEIER'S

**SANGRIA**

A FESTIVE BLEND OF  
RED WINE AND NATURAL FLAVORS.  
SERVED CHILLED OR OVER ICE.

PMTZ-001478

# NEW

# SANGRIA

BY  
MEIER'S



## The Festive Refresher

A FESTIVE BLEND OF  
RED WINE AND  
NATURAL FLAVORS.  
READY TO SERVE  
WELL CHILLED  
OR OVER ICE

AVAILABLE IN BOTH  
750ML AND 1.5L SIZES

11.5% ALC/VOL

PMTZ-001479

MEIER'S WINE CELLARS • 6955 PLAINFIELD PIKE • CINCINNATI, OHIO 45236 • (513) 891-2900

# MEIER'S

## *Champagne Happy Hour*

### **Bellini**

*The drink that made Harry's  
Bar of Venice famous  
Champagne and Peach liqueur*

\$1<sup>00</sup>

### **Kir Royale**

*A royal tradition...  
Champagne and Creme de Cassis*

### **Mimosa**

*A sunny refresher...  
Champagne and Orange Juice*

*All full bottles of champagne  
at reduced prices  
during Happy Hour  
Ask your server  
for details.*



Meier's Wine Cellars, Inc.  
Silverton, OH ATC/VOL 12/76

PMTZ-001480

PRODUCED AND BOTTLED BY CHATEAU REIEM CO., CINCINNATI, OHIO ALC. 12% BY VOL.

# REIEM CHAMPAGNE

4 SINGLE SERVING BOTTLES

NO WASTE... NO 'BUBBLES GOING FLAT'

*Make Everyday Occasions Special... Tastefully*

PMTZ-001481

# Meier's No. 44 Cream Sherry

"The Best Value In  
The Marketplace Today"

and we're telling our story to the  
public with a 12-month schedule in...

*Gourmet.*  
THE  
MAGAZINE OF GOOD  
LIVING



3 rotating ads featuring noted wine experts -

"Meier's 44  
is a superb  
wine."

Bern C. Ramey, Author  
"The Great Wine Grapes"

The word is in from wine  
experts. The big difference  
between Meier's 44 and  
the leading imported  
Cream Sherry isn't the  
taste. It's the price.

Meier's 44 isn't imported,  
so it only costs about  
half the price of the  
English import. It's  
just fine aged sherry  
at a great price.

**MEIERS**



Meier's 44 Cream Sherry  
Meier's Wine Cellars, Silverton, Ohio

"Meier's 44 is a superb wine." -  
April, July, October and Jan. 1992

"...Wonderful  
aperitif...  
marvelous  
over ice."

William Kaufman, Author  
"The Encyclopedia of American Wines"

The word is in from wine  
experts. The big difference  
between Meier's 44 and  
the leading imported  
Cream Sherry isn't the  
taste. It's the price.

Meier's 44 isn't imported,  
so it only costs about  
half the price of the  
English import. It's  
just fine aged sherry  
at a great price.

**MEIERS**



Meier's 44 Cream Sherry  
Meier's Wine Cellars, Silverton, Ohio

"... Wonderful aperitif... marvelous" -  
May, Aug., Nov., and February 1992

"...The best  
of its kind  
I've tasted."

Ron Fonte, President  
Les Amis Du Vin

The word is in from wine  
experts. The big difference  
between Meier's 44 and  
the leading imported  
Cream Sherry isn't the  
taste. It's the price.

Meier's 44 isn't imported,  
so it only costs about  
half the price of the  
English import. It's  
just fine aged sherry  
at a great price.

**MEIERS**



Meier's 44 Cream Sherry  
Meier's Wine Cellars, Silverton, Ohio

"... The best of it's kind I've tasted." -  
June, Sept., Dec., and March 1992

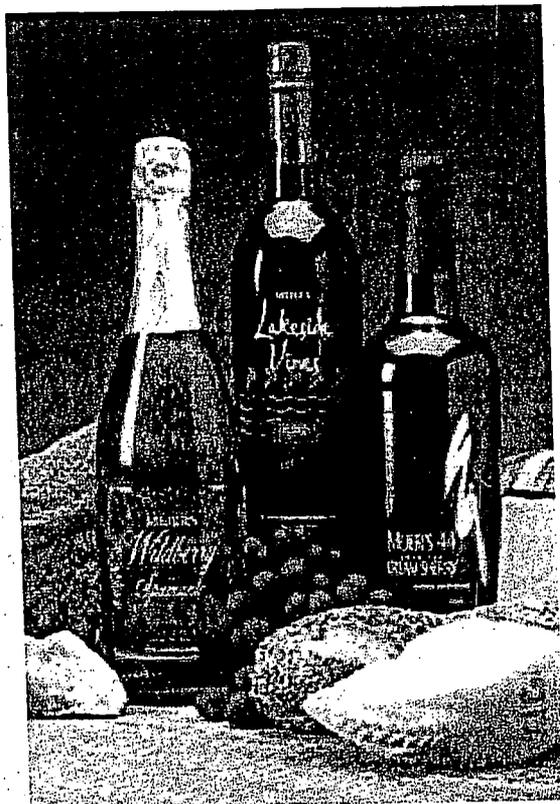
GOURMET - AMERICA'S LEADING LIFESTYLE MAGAZINE  
MEIERS NO. 44 - AMERICA'S BEST VALUE

A combination that will bring maximum impact to the marketplace.

Meier's Wine Cellars Silverton, Ohio 45236

PMTZ-001482

EXHIBIT T



## ENTER HERE

6955 Plainfield Rd. Cincinnati, OH  
All Content Copyright ©2002  
(513) 891-2900

E-Mail us: [info@meierswinecellars.com](mailto:info@meierswinecellars.com)

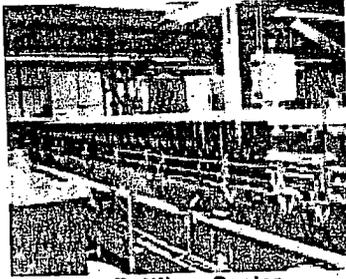
Juice information: [rlombardo@meierswinecellars.com](mailto:rlombardo@meierswinecellars.com)



[Ohio Division of Travel & Tourism](#)

[Ohio Wines](#) [Ohio Wine Producers Assn](#)

**EXHIBIT T**  
Memorandum in Support of  
Motion for Summary Judgment



Bottling Center



Visit Our Gift Shop

## *Winery Home*

### THE WINERY

Meier's, Ohio's oldest and largest winery, has been making great wines for more than 100 years, and today has an international reputation for the dedication and care we put into every bottle. Many of Meier's premium wines have been selected as award winners at prestigious competitions both nationally and internationally.

### ISLE ST. GEORGE

Called one of the most unique vineyard operations in the United States, Isle St. George, home of Meier's vineyards, is located just two miles from the Canadian border in western Lake Erie. It was officially designated by the Federal Government in 1982 as a specific viticultural area because of its unique grape-growing characteristics.

Although our island is only a mile and a half wide and even less in length, it is the home of the first vineyards planted in Ohio, dating back to 1845. Grapes have been grown so successfully on the island due to Lake Erie itself.

During the spring and summer months, the lake water absorbs heat. In the fall, as the air becomes cooler, the warmer lake heats the surrounding air and land, thus warming the island. As a result, the area boasts an unusually long, temperate growing season of over 200 days, ideal for growing the fine grapes used for Meier's premium wines.

### HOURS OF OPERATION:

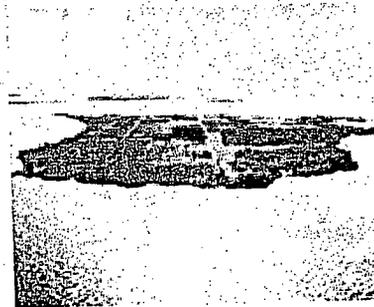
Tasting Room & Wine Shop:

Open year round, Monday through Saturday, 9 am till 5 pm.

Scheduled Tours are run June 1st through October

31st, Monday through Saturday, hourly 10 am to 3 pm.

Tours are by appointment only November 1 until May



31st. We are closed on Thanksgiving, Christmas & New Year.

For more information, check our events page or contact us.

---

[HOME](#) | [WINE LIST](#) | [JUICE PRODUCTS](#) | [FOOD & WINE](#) | [EVENTS](#) | [INFO](#)

All Content Copyright ©2002 Meier's Wine Cellars

PMTZ-001021

*Wine List*



Walleye White from Meier's in the cool, blue bottle.

**MEIER'S WINES**

Meier's produces a great variety of award-winning wines, including premium Sherries, classic *spacing* varietals and award winning sparkling wines. From our vineyards on Isle St. George, to our winemaking facilities in Silverton, no compromise is made with the craftsmanship and skill needed to create a wine we are proud to have you drink!

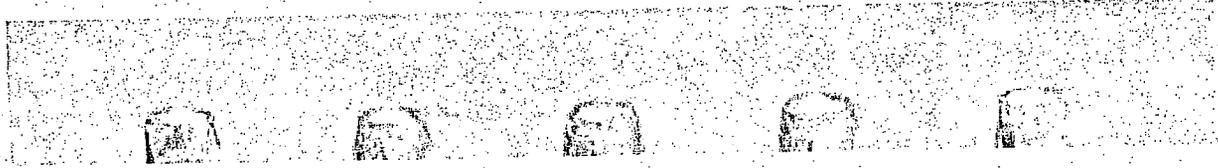
- [Click here](#) to view our wine list.
- Or [click here](#) to order our wines.

**AWARD WINNERS!**

	<p>Wine Enthusiast magazine has rated Meier's No.44 Cream Sherry and No.44 Ruby Port "BEST BUY" in their ratings!</p>
<p><b>80 MEIER'S NO.44 CREAM SHERRY</b> Brown. Medium body and acid. Lots of fruit. Medium oak. Sweet. Maple syrup, Gran Marnier, cola. Spicy, slightly candied flavors have a burnt edge.</p>	
<p><b>89 MEIER'S NO.44 RUBY PORT</b> Medium body acid and fruit. Medium oak. Medium tannin. Sweet. Earth, black cherries, blueberries, nuts. Sturdy and long lasting, with intense fruit and a viscous mouth feel.</p>	



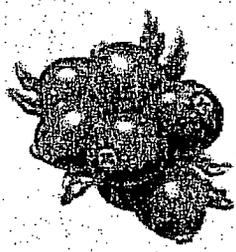
**NEW!**





MEIERS Premium Spumante ← *Larger*

Enhanced with a delicate hint of natural flavors



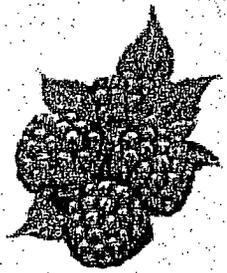
**Cranberry Spumante**

Tart & tangy Cranberry flavor is the perfect accent to Spumante.



**Premium Spumante**

Slightly sweeter than champagne, this Italian version of sparkling wine has widespread appeal.



**Raspberry Spumante**

Sweet, juicy raspberry flavors highlight this delightful sparkling wine.



**Peach Spumante**

Natural peach and passionfruit flavors compliment the sweetness of Spumante.

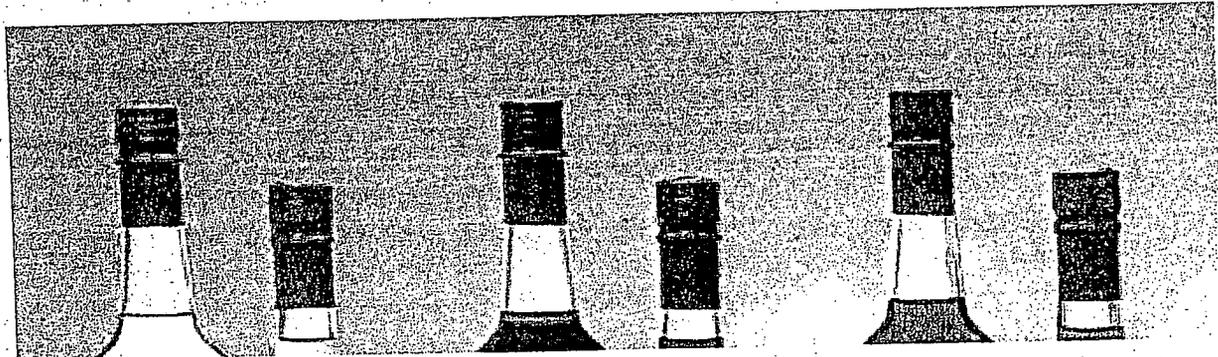


**Wildberry Spumante**

A refreshing blend of fresh berry flavors and premium Spumante.

*period 5*

**NEW!**





Bianco - Light, bright and flavorful.  
Rosato - A beautifully fresh blush.  
Rubio Deep red, soft and fruity.

[HOME](#) | [WINE LIST](#) | [JUICE PRODUCTS](#) | [FOOD & WINE](#) | [EVENTS](#) | [INFO](#)

All Content Copyright ©2002 Meier's Wine Cellars

- Return to Wine List.
- Order our wines.

## --Table Wines - White--

### Walleye White

A blend of selected white wines, medium-dry and light with a crisp finish.

### Chablis

Crisp and dry with a delicate blend of fruity aromas.

### White Catawba

Made from the native Catawba grape. Light-bodied with a touch of sweetness.

### Sauternes

Brilliantly clear, light amber color. Fruity vinous bouquet; full-bodied with a touch of sweetness.

### Haut Sauternes

Clear golden color, full-bodied, moderately sweet.



## --Table Wines - Red - Pink--

### Merlot

Meier's version of an old favorite. Medium-dry, ruby red well-balanced; dazzling with food or by itself.

### White Zinfandel

Light salmon color; medium-body, mild sweetness with smooth lean fruit and well balanced acids.

### Isle St. George Rose

~~Delicate color, pleasant fruity flavor with a hint of natural sweetness.~~

### Mellow Burgundy

Medium-dry, well balanced, clean taste.

## --Specialty Wines--

### Spiced Wine

A refreshing combination of hearty grapes and natural flavors and spices.

### Blackberry

Deep purple color, sweet, full fruit taste.

### Concord

Moderately sweet, full-bodied mellow taste.

### Red Seedling

Robust, fruity mellow taste; rich color.

### Sangria

Light, fruity and sweet.

## --LaBrusca Wines--

Fruity and refreshing wines with a delicate character and light touch of sparkle.

The perfect party maker! Available in the following flavors:

Bianco (White)    Rubio (Red)    Rosato (Pink)  
Peach    Black Cherry    Raspberry

## --Dessert Wines--

### 3 Islands Ruby Port

An elegant full-bodied ruby port

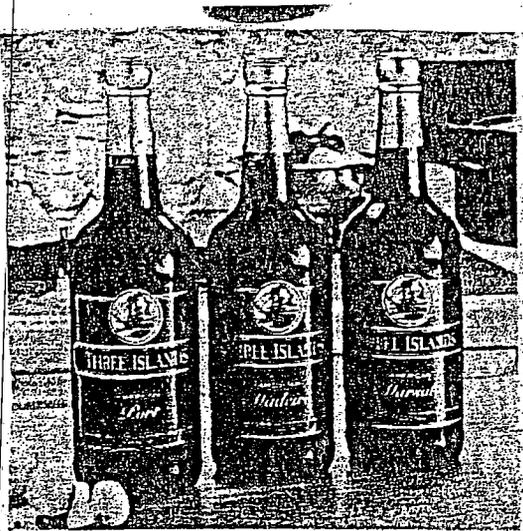
### 3 Islands Madeira

An American legacy recreated. Excellent as a cooking wine and

*ON SAME LINE*



*Pink Catawba  
fresh, pink color,  
fruity bouquet, full-bodied  
with a touch of  
sweetness.*



with a rich, velvety flavor.

as an aperitif wine. Deep amber color and a delicate, nutty character.

**3 Islands Marsala**

supple, aromatic wine with a rich, smoky flavor.

**No. 44 Cream Sherry**

Multiple award-winning Sherry. Meier's finest, full-bodied, smooth with a sweet, nutty flavor.

**No. 44 Ruby Port**

Deep, rich, ruby red color, full-bodied and pleasantly sweet.

- [Click here to order our wines.](#)

[BACK](#)

Content Copyright ©2002 Meier's Wine Cellars

ADD PHOTO ↑

# MEIER'S WINE CELLARS

OHIO'S OLDEST & LARGEST WINERY

HOME NEWS/EVENTS FOOD/WINE JUICE LIST WINE LIST INFO

## MEIER'S WINES

### TABLE WINES (WHITE)

**WALLEYE WHITE:** A blend of selected white wines medium-dry and light with a crisp finish in a beautiful new blue bottle. The perfect wine with fish or chicken.

INC. TAX QUANTITY TOTAL

\$7.79

**CHABLIS:** Crisp and dry with a delicate blend of fruity aromas

\$4.39

**SAUTERNES:** Brilliantly clear, light amber color with a fruity vinous bouquet and a touch of sweetness.

\$4.49

**HAUT SAUTERNES:** Clear golden color, full-bodied and moderately sweet.

\$4.49

**WHITE CATAWBA:** Light bodied with a touch of sweetness

\$4.69

### TABLE WINES (REDS & PINKS)

~~INC. TAX QUANTITY TOTAL~~

**WHITE ZINFANDEL:** Light salmon color with mild sweetness, smooth lean fruit and good balance.

\$4.99

**PINK CATAWBA:** Fresh pink color, fruity bouquet, full-bodied with a touch of sweetness

\$4.69

**MELLOW BURGUNDY:** Medium-dry, well balanced with a fresh taste.

\$4.49

**MERLOT:** Soft, supple and medium dry to compliment red meats and spicier foods.

\$7.79

### SPECIALTY WINES

~~INC. TAX QUANTITY TOTAL~~

**SPICED WINE:** A refreshing combination of hearty grapes and natural flavors and spices. Delicious warmed.

\$4.79

**BLACKBERRY:** Deep purple color, sweet with a full fruit taste.

\$5.49

**CONCORD:** Moderately sweet, full bodied and mellow

\$4.69

**RED SEEDLING:** Robust, fruity and mellow with rich color.

\$4.69

**SANGRIA:** Light, Fruity and Sweet

\$4.69

## FLAVORED SPUMANTE

Premium sparkling spumante enhanced with a delicate hint of natural fruit flavors.

**RASPBERRY:**

\$7.99

**WILDBERRY:**

\$7.99

**CRANBERRY:**

\$7.99

**PEACH:**

\$7.99

**PREMIUM SPUMANTE**

\$7.99

## LAKESIDE VINES

Light, fresh and fruity with a casual, contemporary style.

**BIANCO:** a light, bright and flavorful white wine

\$5.99

**ROSATO:** a beautifully fresh blush

\$5.99

**RUBIO:** a soft and fruity deep red wine

\$5.99

## REIEM SPARKLING WINES

Light and festive sparkling wines at a reasonable price.

CHAMPAGNE:	\$4.49	_____	_____
BRUT CHAMPAGNE:	\$4.49	_____	_____
SPUMANTE:	\$4.49	_____	_____
PINK CHAMPAGNE	\$4.49	_____	_____
<del>COED-BUCK:</del>	<del>\$4.49</del>	<del>_____</del>	<del>_____</del>

## LA BRUSCA WINES

Fruity and refreshing with a delicate character and a touch of sparkle.

BIANCO (WHITE):	\$3.99	_____	_____
RUBIO (RED):	\$3.99	_____	_____
ROSATO (ROSE):	\$3.99	_____	_____
BLACK CHERRY:	\$3.99	_____	_____
PEACH:	\$3.99	_____	_____
RASPBERRY:	\$3.99	_____	_____

## DESSERT WINES

NO. 44 CREAM SHERRY: Our finest! Full-bodied and smooth with a sweet nutty flavor.	\$9.79	_____	_____
NO. 44 RUBY PORT: Deep, rich, ruby-red. Full-bodied and pleasantly sweet.	\$9.79	_____	_____
3 ISLANDS MADEIRA: Deep amber color and a delicate nutty character. Excellent as an aperitif or in cooking.	\$6.99	_____	_____
3 ISLANDS RUBY PORT: Elegant and full-bodied with a rich, velvety flavor.	\$6.99	_____	_____
3 ISLANDS MARSALA: A supple, aromatic wine with a rich, smoky flavor.	\$6.99	_____	_____

### ALL PRICES SUBJECT TO CHANGE

Wine can only be shipped in packs of 6 and 12 bottles. Wine varieties may be assorted to your specifications within these quantities.

### How to Order

- Print out this form, by right clicking and choosing print or using the button below.

**Print this Page**

- Complete the form and return with your payment to:
  - MEIER'S WINE CELLARS
  - 6955 Plainfield Road
  - Cincinnati, Ohio 45236

**SHIPPING CHARGES** - Shipped in packs of 6 or 12 bottles. All prices subject to change. Please call 1-800-346-2941 for exact shipping charges.

**Order by Phone** - Credit card orders may be placed by calling (513) 891-2900 or our toll free Ohio number, 1-800-346-2941.

**Order by Fax** - Print out and complete the form and fax to (513) 891-6370.

Be sure you have provided an accurate shipping address and that an adult at least 21 years of age will be available to sign for package during regular business hours. Please note that wines may be shipped to an Ohio address **ONLY**.

Your order will be processed immediately and delivered to your home within days. We guarantee

delivery in perfect condition to the shipping address provided on your order. Please remember that U. S. will not forward. We guarantee your satisfaction in our Ohio wines or your money will be refunded.

---

## SHIPPING INSTRUCTIONS

---

Ship to: \_\_\_\_\_

C/O: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

---

Sold to: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

(Please include phone number so we may contact you to clarify or check on shipping instructions.)

---

## FORMS OF PAYMENT

---

Check Enclosed: \_\_\_\_\_ Money Order: \_\_\_\_\_

Please make checks payable to:

- Meier's Wine Cellars
- 6955 Plainfield Road
- Cincinnati, Ohio 45236

---

## CHARGE TO MY ACCOUNT

---

Visa: \_\_\_\_\_ Master Card: \_\_\_\_\_ Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Ohio Wines are the perfect gift selection for family and friends. If you wish to have a gift card enclosed with your order please indicate below and we will sign and enclose a card for you.

Please enclose card: \_\_\_\_\_

Sign card from: \_\_\_\_\_

COPYRIGHT ©2002- MEIER'S WINE CELLARS

## MEIER'S SPARKLING NON-ALCOHOLIC JUICES

100% natural juices lightly carbonated with no added sugar.	INC. TAX	QUANTITY	TOTAL
<b>SPARKLING CATAWBA:</b> The sparkle of champagne combined with the uniquely delicious taste of Catawba grapes.	\$2.69	_____	_____
<b>SPARKLING PINK CATAWBA:</b> Naturally sweet and rich, this petal-pink juice is the perfect alternative to champagne.	\$2.69	_____	_____
<b>SPARKLING COLD DUCK:</b> A blend of red and white grape juices which produces a new taste in a non-alcoholic juice	\$2.69	_____	_____
<b>SPARKLING BURGUNDY:</b> A rich blend of high-quality Vinifera and French-American hybrid grapes.	\$2.69	_____	_____
<b>SPARKLING SPUMANTE:</b> The refreshing light, fruity taste of Spumante wine captured in a carbonated grape juice.	\$2.69	_____	_____
<b>SPARKLING CHABLIS:</b> The perfect alternative to wine with a crisp, dry taste.	\$2.69	_____	_____
<b>SPARKLING APPLE JUICE:</b> The refreshing flavor of crisp, crunchy apples captured in a sparkling juice.	\$2.69	_____	_____
<b>SPARKLING CINNAMON APPLE:</b> All the flavor of sparkling apple juice with just the right touch of spice.	\$2.69	_____	_____
<b>SPARKLING WILD BERRY:</b> A delightfully refreshing blend of fresh berry flavors.	\$2.69	_____	_____
<b>SPARKLING CRANBERRY APPLE-</b> The tartness of cranberry blended to perfection with fresh apple juice.	\$2.69	_____	_____
<b>SPARKLING COUNTRY RASPBERRY:</b> Sweet, juicy raspberry flavor bursting with sparkle!	\$2.69	_____	_____

### MEIER'S STILL JUICES

	INC. TAX	QUANTITY	TOTAL
<b>CATAWBA:</b> Undiluted and naturally sweet, retaining the true rich flavor of the Catawba grape.	\$1.99	_____	_____
<b>PINK CATAWBA:</b> The delicious flavor of the Catawba grape with a soft, pink color adds a touch of elegance to any occasion.	\$1.99	_____	_____
<b>CONCORD:</b> The deep and luscious juice everyone loves.	\$1.99	_____	_____

### BRECKENRIDGE FARM SPARKLING JUICE COCKTAILS

	INC. TAX	QUANTITY	TOTAL
<b>WHITE GRAPE</b>	\$2.69	_____	_____
<b>RED GRAPE</b>	\$2.69	_____	_____
<b>GOLDEN PEACH</b>	\$2.69	_____	_____
<b>BLACK CHERRY</b>	\$2.69	_____	_____
<b>COUNTRY APPLE</b>	\$2.69	_____	_____

*Eliminate periods*

**ALL PRICES SUBJECT TO CHANGE**

Wine can only be shipped in packs of 6 and 12 bottles. Juice varieties may be assorted to your specifications within these quantities.

**How to Order**

- **Print out this form, by right clicking and choosing print or using the button below.**

**Print this Page**

- **Complete the form and return with your payment to:**
  - THE JOHN C. MEIER COMPANY
  - 6955 Plainfield Road
  - Cincinnati, Ohio 45236

**SHIPPING CHARGES** - Shipped in packs of 6 or 12 bottles. All prices subject to change. Please call 1-800-346-2941 for exact shipping charges.

**Order by Phone** - Credit card orders may be placed by calling (513) 891-2900 or our toll free Ohio number, 1-800-346-2941.

**Order by Fax** - Print out and complete the form and fax to (513) 891-6370.

Your order will be processed immediately and delivered to your home within days. We guarantee delivery in perfect condition to the shipping address provided on your order. Please remember that U. P. S. will not forward. We guarantee your satisfaction in our juices or your money will be refunded.

**SHIPPING INSTRUCTIONS**

**Ship to:** \_\_\_\_\_

**C/O:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Sold to:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone: ( )** \_\_\_\_\_

**(Please include phone number so we may contact you to clarify or check on shipping instructions.)**

**FORMS OF PAYMENT**

**Check Enclosed:** \_\_\_\_\_ **Money Order:** \_\_\_\_\_

**Please make checks payable to:**

- The John C. Meier Company
- 6955 Plainfield Road
- Cincinnati, Ohio 45236

---

CHARGE TO MY ACCOUNT

---

Visa: \_\_\_\_\_ Master Card: \_\_\_\_\_ Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

---

Ohio Juices are the perfect gift selection for family and friends. If you wish to have a gift card enclosed with your order please indicate below and we will sign and enclose a card for you.

Please enclose card: \_\_\_\_\_

Sign card from: \_\_\_\_\_

COPYRIGHT © 2001-2002 - MEIER'S WINE CELLARS



# Juice List



## MEIER'S JUICES - A S

In the mid-1800's John Meier immigrated from Germany and was granted a homestead just north of Sandusky, Ohio. He found wild Catawba grapes growing, which were different from any he had known in Germany.

He planted a small vineyard of the Catawba's and began producing fresh grape juice. But it was his son, John Conrad Meier, who in 1895, developed a method of bottling the fresh juice and maintaining its delicate flavor without spoilage or fermentation. Demand was great, and the John C. Meier Grape Juice Company was born.

Today, the grapes for Meier's juices come from the Isle St. George, a tiny island in western Lake Erie, 18 miles from the mainland. With the lake acting as a temperature regulator and the lake breezes to keep the vines free of disease, the island provides ideal grape growing conditions reflected in all refreshingly delicious varieties of Meier's juices.

For wholesale distribution, sales and general information, please contact **Ron Lombardo** at (800) 821-2989 or e-mail at [rlombardo@meierswinecellars.com](mailto:rlombardo@meierswinecellars.com).

Looking for our juice products and can't find them? Click [here](#) for information on ordering our juices directly from Meier's. We guarantee your satisfaction with our products or your money will be refunded.

--Sparkling Non-Alcoholic Juices--

**Sparkling Catawba**

The sparkle of champagne combined with the delicious taste of Catawba grapes.

**Sparkling Pink Catawba**

Naturally sweet and rich, this petal-pink juice is a perfect alternative to champagne.

**Sparkling Cold Duck**

A blend of red and white grape juices which produces a new taste in non-alcoholic juice.

**Sparkling Burgundy**

A rich blend of high quality vinifera and French-American hybrid grapes.

**Sparkling Cabaret Red**

No sugar added gives this juice a dry, subtle and unique flavor.

**Sparkling Spumante**

The refreshing light, fruity taste of Spumante wine captured in a sparkling grape juice.

**Sparkling Chablis**

The perfect alternative to wine with a crisp, dry taste.

**Sparkling Apple Juice**

The refreshing flavor of crisp, crunchy apples captured in a sparkling juice.

**Sparkling Cinnamon Apple**

All the flavor of sparkling apple juice with just the right touch of spice.

**Sparkling Wild Berry**

Adelighfully refreshing blend of fresh berry flavors.

**Sparkling Cranberry Apple**

The tartness of cranberries blended to perfection with fresh apple juice.

**Sparkling Country Raspberry**

Sweet, juicy raspberry flavor bursting with sparkle!

--Still Juices--

**Catawba**

Undiluted and naturally sweet, retaining the true rich flavor of the Catawba grape.

**Pink Catawba**

The delicious flavor of the Catawba grape with a soft, pink color adds a touch of elegance.

**Concord**

The deep and luscious juice everyone loves.

--Breckenridge Farm Juices--

**Sparkling Country Apple**

The crisp taste of just pressed apple juice with a touch of sparkle.

**Sparkling Black Cherry**

Premium grape juice blended with natural black cherry flavors.

**Sparkling Red Grape**

Lightly carbonated and slightly sweet for a refreshing difference.

**Sparkling White Grape**

The unique flavor of white grape juice with a hint of sparkle.

**Sparkling Golden Peach**

Juicy ripe peach flavors blended with premium grape juice.

Can't find our juice products in your area? Click [here](#) to order directly from Meier's.

[HOME](#) | [WINE LIST](#) | [JUICE PRODUCTS](#) | [FOOD & WINE](#) | [EVENTS](#) | [INFO](#)

All Content Copyright ©2002 Meier's Wine Cellars





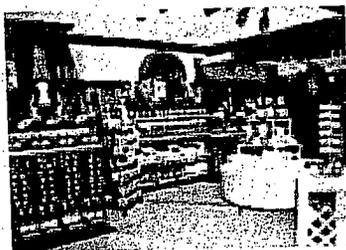
## Winery Events 2002

### ~~WINE EVENTS 2002~~

Join us for special evening wine tastings at Meier's  
6 pm - 10 pm  
4 glasses of wine and snacks  
\$8.00 per person

FRIDAY	April 19th	WELCOME SPRING
FRIDAY	October 25th	HALLOWEEN PARTY (Costume is optional.)
FRIDAY	December 6th	CHRISTMAS PARTY

Celebrate Flag Day and Ohio Wine Month  
Friday, June 14th  
6 pm - 10 pm  
LIVE MUSIC  
Hot & Cold hors d'oeuvres  
1 bottle of juice or wine  
\$17.95 per person



**RESERVATIONS ONLY**

Call 800-346-2941 for more information.

As usual the RETAIL SHOP will be open during all the tastings for your shopping convenience, so stop by to purchase some of our fine wines and unique gift items for all your upcoming gift needs.

We hope to see you all at our wine tastings!  
Come join in the Fun!  
Marge, Milt and John

*Larger*

## Winery Info

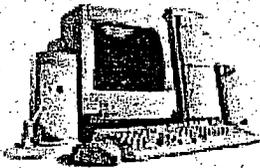
### CONTACT US:



**By Phone:**  
(513) 891-2900  
(800) 346-2941



**By Mail:**  
Meier's Wine Cellars, Inc.  
6955 Plainfield Road  
Cincinnati, Ohio 45236



**By E-Mail:**  
[info@meierswinecellars.com](mailto:info@meierswinecellars.com)

**For Juice Information:**  
[rlombardo@meierswinecellars.com](mailto:rlombardo@meierswinecellars.com)

**NOTE:** For wholesale distribution and sales information for the J.C. Meier's Juice product line, please contact **Ron Lombardo** at (800) 821-2989 or e-mail at [rlombardo@meierswinecellars.com](mailto:rlombardo@meierswinecellars.com).

Remember, Meier's is open year round.

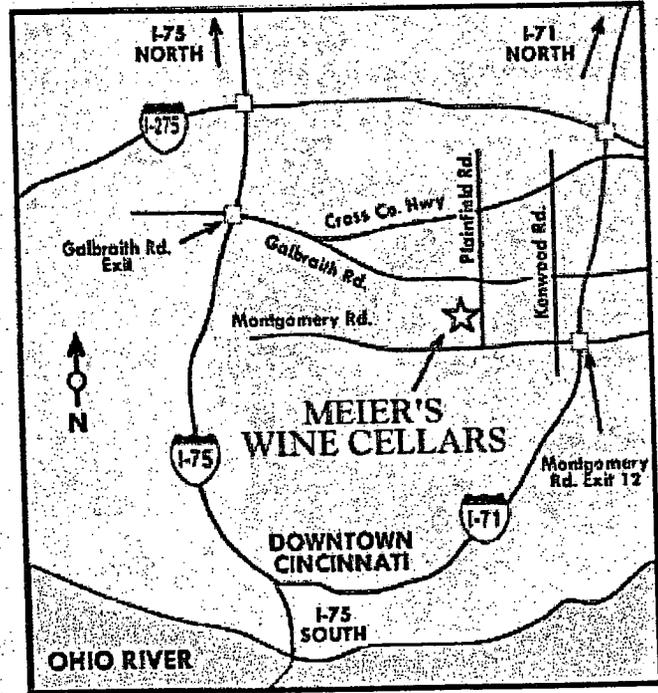
### HOW TO FIND US

Meier's Wine Cellars is located on Plainfield ~~Pike~~ ROAD (Road) in Silverton, Ohio - ten minutes North of downtown Cincinnati.

From I-71 South, take Exit 12 (Montgomery Rd. - Ohio Route 3-U.S. Route 22) and turn right. From I-71 North, use Exit 12 and turn left. When you get to Plainfield ~~Pike~~, turn right.

From I-75, take Galbraith Road exit east to Dillonvale Shopping Center and turn right onto Plainfield ~~Pike~~ ROAD.

*Replace the word "PIKE" WITH "ROAD"*



Scheduled tours are  
presented June through  
October; tours are by  
appointment only,  
November through May.  
We're closed on  
Thanksgiving, Christmas &  
New Years Day.

---

[HOME](#) | [WINE LIST](#) | [JUICE PRODUCTS](#) | [FOOD & WINE](#) | [EVENTS](#) | [INFO](#)

All Content Copyright ©2002 Meier's Wine Cellars

EXHIBIT U

**MEIER'S WINE CELLARS**

Meier's Wine Cellars, founded in 1895, is the dominant force in Ohio's wine industry. One of the largest wineries in the United States, Meier's annual production dwarfs that of most other Ohio wineries. Since Meier's wines are distributed widely throughout the country, their wines are likely to be the only Ohio wines the average consumer knows.

The guiding force of Meier's Wine Cellars is Henry O. Sonneman, president and managing director. Associated with Meier's since 1923, Mr. Sonneman controls an empire that stretches the length of the state. Meier's four locations, North Bass Island, Sandusky, Silverton, and the Chateau Jac Jan Vineyards near New Richmond, form a unit that produces as much wine as all the small Ohio wineries combined.

North Bass Island, or Isle St. George, is Meier's main vineyard. Of the 740 total acres of North Bass, Meier's owns 570. The primary grape grown on the 350 acres under cultivation is the Catawba, comprising 80 per cent of the grape crop. The remaining acreage is planted in Concord, Delaware, and several varieties of French hybrid grapes. North Bass, like the other islands near it, is superb grape land, benefitting from the effects of the surrounding waters. In spring the cool waters retard early bud breaks, which could be injurious to the crop if cold weather should return. In the fall, the warming effects of the waters lengthen the growing season by almost a month over that of the inland vineyards and promote a longer frost free period.

Unlike the other islands nearby, Isle St. George has not been commercialized, and remains much the way it has been since it was first settled near the middle of the nineteenth century. Grapes are the primary concern on the island and Meier's 350 acres contain the world's largest continuous Catawba vineyard.

Though the island has remained essentially unspoiled,

modern techniques have been applied in the vineyards, resulting in the doubling of grape yields in the last few years. Technology has also aided in the harvest of the crop, as giant mechanical grape pickers quickly and efficiently do the job that used to require much time and labor. At present the freshly picked grapes are transported to Sandusky by ferry. Future plans call for the building of a press house on the island itself.

Meier's facilities in Sandusky are used as an intermediate station in producing the finished product. The building, which was constructed as a winery in the early 1900's, was purchased by Meier's in 1935. The grapes picked on the island arrive in Sandusky after their two-hour journey, each load averaging around 35 tons. After being run through a machine which removes the stems, the grapes are pressed, and the juice is either fermented at the Sandusky plant or shipped directly by huge tank trucks to Silverton. The Sandusky facility can press 100 tons of grapes per 12 hour day. Though grapes are pressed at Sandusky, and some juice fermented, no bottling is done at the facility. All wine is finished and bottled at Silverton, which is outside of Cincinnati.

Meier's five acre tract in Silverton, about 200 air miles south of Isle St. George, is the heart of the company's wine production. It is here that aging, blending, and bottling transform the raw juice into fine wine.

The raw material of wine comes to Silverton from many different places and in different forms. The Sandusky plant ships grapes, juice, or ready wine, derived from both the Isle St. George harvest and that of independent growers in the Lake Erie region. Southern Ohio also provides grapes, either grown by area farmers, or produced at Meier's new vineyards near New Richmond.

The growth of the wine industry dictated the need for new vineyard land to be developed, and Meier's recently

**EXHIBIT U**

Memorandum in Support of  
Motion for Summary Judgment

PMTZ-001533

EXHIBIT V



**ISLE OF ST. GEORGE VINEYARDS** of Meier's Wine Cellars, Inc., Ohio were the first vineyards planted in the state in 1845. Some are still producing very good harvests each year.

## Ferry boat a must to get grapes to winery

Perhaps one of the most unique vineyard operations in the United States exists on an island in western Lake Erie, a mile-and-a-half from the Canadian border:

On tiny Isle St. George are grown Catawba grapes, which produce the wines of Meier's Wine Cellars' of Silverton, OH. (The Catawba is a native American grape of the Labrusca variety, which is believed to have been discovered in 1802 along the Catawba River in North Carolina.)

The island itself is only a mile-and-a-half wide and slightly less in length, but grapes have been cultivated here for well over 100 years. It was between 1844 and 1871 that 20 families settled on the island and set out vineyards.

How are grapes grown so successfully in this area so far north? For one thing, Lake Erie acts as a giant radiator in this area, giving it a unique microclimate. Then, the island itself is only 14 feet above the level of the lake and contains a network of underground limestone caves. These help delay ground frost until late fall because they are crisscrossed by fissures and caves through which the warm lake water circulates.

The soil is cultivated to a depth of only two inches, but again because of the underground cracks, vine roots

readily penetrate the underlying limestone to reach water. Spring also comes early — and stays. These, together with mild breezes off the lake, foggy mists and delayed spring "bud break" help nurture the island's 350 acres of vineyards.

At harvest, tons of grapes are loaded — still in their huge bins — onto a ferry boat which carries them to Sandusky, OH, from where they are trucked to the winery for crushing.

Silverton is located 10 miles from Cincinnati and the winery has a capacity of more than two million gallons. Meier's wines, Champagnes and Catawba juice are shipped to more than 40 states and several foreign countries. The Catawba and sun-baked Sherry from Meier's were the only Ohio wines recommended on the 1966 State Department wine list.

Meanwhile, back on the island its 50 permanent residents double as vineyard workers, electricians, mechanics, painters, plumbers, carpenters, engineers and dock hands.

There are no stores, banks or hospitals, however. All these needs are filled by way of air or boat.

The island's high school students fly to class on the mainland and back via an airborne "school bus," an ancient 1928 Ford Tri-Motor — known in aviation circles as the "Tin Goose."

Remote as the island may seem, it is never really out of contact with civilization. It even has its own telephone company.

And, of course, at harvest time there's a special excitement. During that time of the year, the island's population doubles with the influx of vineyard workers as tiny Isle St. George completes another of the cycles that have been going on there for more than 100 years.

The WINE Spectator  
April 16-30, 1978

### EXHIBIT V

Memorandum in Support of  
Motion for Summary Judgment

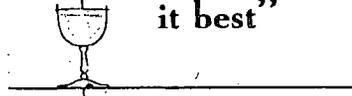
PMTZ-001517



EXHIBIT W

EXHIBIT W  
Memorandum in Support of  
Motion for Summary Judgment

"Sip  
that say  
it best"



Perhaps in no other beverage does the "difference" command as much attention as it does in wine.

You'll like the "difference" you discover in Meier's Wine . . . for instance—Meier's Isle St. George Sauterne. Here are sips that say "aristocrat"; pleasant moments, magic-carpeted by an aroma that whispers of the historic Catawba.

Meier's Isle St. George Sauterne has stood on the merits of its own taste difference in test after test. But as an enjoyer of Meier's, or one who has this memorable first-taste still ahead, you'll appreciate the "why" of the "difference."

On the magic Isle St. George, northern most point of American soil in Lake Erie, something wonderful happens to grapes. Soil and weather conditions are ideal. Porous limestone strata, through capillary action under the sun-kissed soil, constantly feeds fresh water from the lake to the outstretched roots of the Catawba. Surrounding waters watch-dog the temperature of the air and extend the normal growing season by over a month . . . and late in the growing period, as if incensed with one last burst of human pride, the vines send out their sugar roots, swelling the grapes with rich juice. This fruit, when lightly pressed, gives generously of its crystal clear nectar from which is made the prince of wines—Meier's Isle St. George Sauterne.

*Always in good taste*

The unforgettable good taste of Meier's Isle St. George Sauterne is always in good taste. There is no such thing as the "wrong" wine to serve. The enjoyment and ceremony of wine should be fun and not fancy. Just remember that in good company, serve Meier's Isle St. George Sauterne for good company. Normally, white table wines, like Meier's Isle St. George Sauterne are served with seafood, chicken and other white meats . . . but you won't be off the good-taste-base to serve it with heavier and darker foods. "Which wine" is a matter of choice and taste—with Meier's Isle St. George Sauterne it's bound to be good taste! Another Meier's Product, Ohio State Sherry Wine. Have you tried it?

PMTZ-001777

MEIER'S WINE CELLARS, INC.  
SILVERTON, OHIO

Owners of the  
World Famous  
Isle St. George Vineyards



EXHIBIT X

# MEIER'S WINE CELLARS OF SILVERTON, OHIO

2-2-87

From the time Meier's Wine Cellars first opened its doors more than 100 years ago, our commitment to quality has never wavered. The results of this dedication are obvious - because Meier's is now Ohio's largest winery.

From the day of harvest on our unique island vineyards in Lake Erie, through the fermentation, aging and blending procedures at our modern winery facilities in Silvertown - Meier's Premium Table Wines are a reflection of the old-world traditional wine making methods supplemented by the most up-to-date techniques and equipment.

We feel that our table wines are indeed a marriage of the best of the old and the new.

EXHIBIT X  
Memorandum in Support of  
Motion for Summary Judgment

## MEIER'S VARIETALS AND FRENCH HYBRIDS

### ISLE ST. GEORGE CHARDONNAY

The rich character of the Chardonnay grape has been captured to perfection on our Isle St. George vineyards. This wine is an enchanting, medium-bodied, crisp dry wine. Served chilled, it is a memorable companion to seafood and fowl.

### ISLE ST. GEORGE JOHANNISBERG RIESLING

We are harvesting a truly distinguished Johannisberg Riesling grape on our Isle St. George. The long temperate growing season allows the grapes to ripen slowly. The result is a light, balanced wine with a fragrant bouquet and fruity flavor. A pleasing accompaniment to light dishes.

### ISLE ST. GEORGE BACO NOIR

This French-American hybrid is a zesty, full-flavored grape grown on our island vineyards. Our winemakers' skills turn the grape into a robust, dry red wine with a rich aroma. An excellent companion to hearty meats and game dishes.

### CHELOIS

This fruity, dry red wine is made from the Chelois French-American hybrid grape. It is light-bodied with a very pleasant bouquet quite reminiscent of the famous Bordeaux reds.

## MEIER'S SPECIAL SELECTION TABLE WINES

### SPECIAL SELECTION CHABLIS

Our classic Chablis is made from a choice selection of varietal grapes. It is a perfectly balanced, exceptional dry white wine with a crisp, light taste. It not only goes beautifully with light cuisine and seafoods, Meier's Chablis also makes a delightful aperitif.

### SPECIAL SELECTION RHINE

Meier's Rhine will be enjoyed by those who prefer the finest in white wines. Its medium-dryness is the result of a careful blending of select varietal grapes. A pleasant companion to light foods, it is also very refreshing served over ice or with soda.

### SPECIAL SELECTION CATAWBA

Only the choicest selection of native American Catawba grapes is used to make this moderately-dry white table wine. It has a delicate, fruity flavor that is quite delightful when served chilled with fish and fowl.

### MELLOW AMERICAN BURGUNDY

The distinctive mellowness and deep ruby color are the result of a unique blending of grape varietals. The light, smooth flavor goes well with beef, game and Italian dishes.

## MEIER'S ISLAND WINES

### ISLAND RED

Its distinctive character comes from our "marrying" the qualities of a robust, full-bodied wine with the delicacy of a light flavor. It is delightful with any dinner when served at cool room temperature.

### ISLAND ROSE

This light, refreshing wine perfectly complements any meal with its soft, full-bodied bouquet and eye-appealing color.

### ISLAND WHITE

A premium dry table wine with a fresh, clean taste and smooth body. It is an excellent aperitif as well as a welcome companion to meat, lamb, poultry and fish entrees.

## MEIER'S LA BRUSCA TABLE WINES

### BIANCO

This natural white wine is young and vibrant with a refreshingly light taste. It is an ideal companion for light meals and snacks. Tastes best when served chilled.

### ROSATO

A soft Rose that is light and delicate, yet rich in taste. It is versatile enough to be served chilled with meals or by itself.

### RUBIO

This semi-dry red has a hearty, robust flavor that perfectly complements beef, game and Italian dishes. Chilling helps round out its flavor.

## MEIER'S ISLE ST. GEORGE TABLE WINES

### ISLE ST. GEORGE SAUTERNES

The extra maturity in this smooth, light Sauternes is brought about by the long growing season and moderate temperatures on our Isle St. George. The delicate fruitiness is readily apparent and is especially delicious with white meat, fish and fowl.

### ISLE ST. GEORGE ROSE

The delicious, delicately flavored grape grown on our island vineyard becomes a semi-dry, mellow tasting Rose under the careful supervision of our winemakers. Served chilled, it adds pleasure to any meal.

### ISLE ST. GEORGE HAUT SAUTERNES

For those who prefer a semi-sweet white table wine, our Haut Sauternes is an elegant choice. Its full-bodied, fruity flavor is the result of superb grapes grown on Isle St. George and lovingly processed at our winery. Serve well chilled with sweets, fruits and cheese.

### SIZES AVAILABLE

	3 L	1.5 L	750ml	375ml	187ml
VARIETALS & FRENCH HYBRIDS			•		
SPECIAL SELECTION TABLE WINES	•	•	•	•	
ISLAND WINES	•	•	•	•	
LA BRUSCA TABLE WINES					•
ISLE ST. GEORGE TABLE WINES	•	•	•	•	

EXHIBIT Y

'Local boy makes good': the old saw can pay off  
**Merchandising the regional appeal**

**THE WINE TRADE**

ED EVERETT

EN route to a speaking engagement in Cincinnati a few months ago, I changed planes in Toledo. A storm was drenching the city with icy rain, and I was beginning to wonder why I'd agreed to leave sunny California. Fully expecting to spend a few hours studying the walls of the Toledo airport and to dine on the local version of 'airport franks,' I was heartened to meet a local wine distributor who had arranged a dinner at one of Toledo's finer restaurants.

Among the entrees was one that piqued my interest: fresh Lake Erie pickerel. Deciding to go native all the way, I ordered a bottle of Meier's Lake Island White. Perhaps it was the congenial company, or maybe my grateful reaction to being saved from a lonely airport vigil, but the meal proved quite memorable. Something about the authenticity of it all gave an almost exotic appeal to the Lake Erie pickerel and Ohio wine.

Later, as I was preparing my notes for a talk at Wineries Unlimited 1981 — the sixth annual conclave of eastern and mid-continent wineries held in Lancaster, Pa. in early December — I found myself thinking back to that evening in Toledo. I particularly remembered my Ohio dining companions eyeing me with special interest as I tried my first bite of pickerel, my first sip of Lake Island White. It was the same kind of interest you might find in trying your first taste of Bouillabaisse with a friend from Marseilles, or maybe your first stone crab with a native of the Florida Keys. Such experiences are vivid reminders that regional pride is a factor to be reckoned with, and that it is particularly related to local foods and wines.

*This excerpt from an article by Mr. Everett, who is a contributing Editor to Wines & Vines Magazine, makes a most important point very eloquently.*

*Regional pride is a powerful emotion—and those establishments that use it as a marketing tool know that it pays off at the cash register.*

*Bob Gottesman*  
Robert Gottesman, President  
Meier's Wine Cellars

MARCH, 1982

WINES & VINES

**EXHIBIT Y**

Memorandum in Support of  
Motion for Summary Judgment

MW-74

PMTZ-001269

EXHIBIT Z

## NICHOLAS LONGWORTH



ALTHOUGH THE first vineyard in Ohio was planted around 1799, winemaking as an industry did not develop until the mid-1800's when Nicholas Longworth, a young Cincinnati lawyer with a winemaking hobby, paved the way for Ohio to

become the nation's first commercial grape and wine region.

Longworth became the toast of the country in 1842 when he created America's first champagne. With praise from across the country and as far away as Europe, he could hardly keep up with the demand for his champagne and Catawba wine.

As Longworth's landholdings increased, he planted more vineyards and began a lifelong search for better grape varieties and wine production methods.

Thanks to his efforts, by 1860, Ohio supplied one-third of the nation's wine and out-produced California by a two-to-one margin. Cincinnati had become the wine capital of the nation with 2,000 acres of vineyard within a radius of the city. The most successful winemaker of his time is now known as the father of American winemaking.

MW-276

## THE WINES OF THE NICHOLAS LONGWORTH HERITAGE SELECTION

### *Commemorative Brut Champagne*

Tiny bubbles characteristic of classic Brut methode champenoise champagne highlight this light, crisp and elegant sparkling wine.

### *Proprietor's White Table Wine*

A distinctive blend of selected white wines, semi-dry, pleasantly crisp and refreshing.

### *Proprietor's Red Table Wine*

A light-bodied, dry, wonderfully balanced blend of selected red wines.

### *Blush Baco*

A beautiful and delightful blush wine made from the robust Baco Noir grape; medium-dry and fruity.

### *Vidal Blanc*

A fresh and light-bodied semi-dry white wine. The Vidal grape variety was developed after many years of research. It is the perfect solution for a quality grape that can withstand the rigors of Ohio's climate.

### *Johannisberg Riesling*

Semi-dry with a delicate fruity flavor and bouquet characteristic of this classic vinifera wine.

### *Ohio Catawba*

From the native American grape that made Nicholas Longworth famous, comes a delightfully fruity wine with fresh grape characteristics.

## MEIER'S WINE CELLARS

About the time of Nicholas Longworth's rise to fame, another Cincinnati, John Michael Meier, established a small grape juice business. By 1895 his son, John C. Meier, had built the business into a profitable winery and erected the existing wine cellars.

As Ohio's oldest and largest winery, Meier's is proud to have been designated the official winemaker for the Cincinnati Bi-Centennial and has created the Nicholas Longworth Heritage Selection for the Bi-Centennial in honor of Longworth's contribution to the American wine industry.

**MEIER'S** — GREAT WINES FOR MORE THAN 100 YEARS

### NICHOLAS LONGWORTH COMMEMORATIVE CHAMPAGNE

*The Official Wine of the Cincinnati Bi-Centennial*

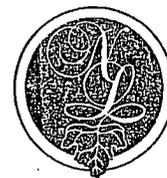


6955 Plainfield Pike, Cincinnati, Ohio 45236



## NICHOLAS LONGWORTH

*The Father of American Viticulture*



*Introducing the*  
**NICHOLAS LONGWORTH HERITAGE SELECTION**

PMTZ-001321

EXHIBIT AA



### Meier's New Dimensions

Meier's Wine Cellars, one of Ohio's oldest names in wine, recently added new dimensions to its marketing with the addition of high proof brandies and cordials to its well known line of wines, champagnes and grape juice. First to be announced and listed for sale in Ohio are three 70 proof flavored brandies—Apricot, Blackberry, Cherry—80 proof California Brandy and 60 proof Sloe Gin. All of Meier's new products display distinctive, gold embossed labels designed by the George Tassian organization, Cincinnati. Also updated for the Meier's line is the bottle, designed and produced by Owens-Illinois. Meier's has been an Ohio institution for more than 100 years and takes particular pride in announcing a new line of high quality products at the century mark. Overall production and marketing management for Meier's products will continue at Meier's historic location at Silvertown, Ohio, in suburban Cincinnati.

### EXHIBIT AA

Memorandum in Support of  
Motion for Summary Judgment

PMTZ-001524

EXHIBIT AB

### CERTIFICATE OF RENEWAL OF TRADE NAME

RN.....496.....

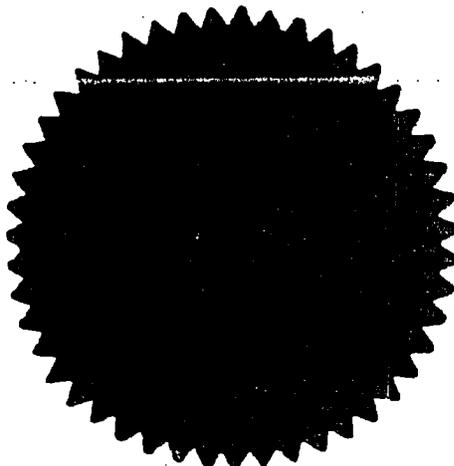
This office has received, approved and filed the renewal application of.....  
 .....MEIER'S WINE CELLARS, INC.....  
 whose business address is.....6955 Plainfield Pike.....  
 .....Silverton, Ohio 45236.....  
 for the renewal of registration of the name, title or designation of.....  
 .....THE JOHN C. MEIER GRAPE JUICE CO.....  
 in accordance with the provisions of Sections 1329.01 to 1329.10, inclusive, of the  
 Revised Code of Ohio.

The applicant avers that the name, title or designation was first used.....73 years....  
 and this renewal expires.....July 12, 1973.....

The application has been filed and recorded and the filing thereof indicated in the  
 Index of Renewal of Names, Titles or Designations, this..15.....day of.....July.....,  
 19.....68, at Columbus, Ohio.

*Ted W. Brown*

.....  
 Secretary of State



**EXHIBIT AB**  
 Memorandum in Support of  
 Motion for Summary Judgment

EXHIBIT AC

THE CINCINNATI POST, FRIDAY, 2-13-76

## Meier's winery sold to Cleveland distilling firm

Meier's Wine Cellars Inc., Silverton, 80-year-old winery and third-largest vintner in the eastern United States, has been sold to Paramount Distillers of Cleveland for an undisclosed amount of cash.

Paramount has acquired 100 percent of the common stock of Meier's and will operate the winery as a wholly-owned subsidiary.

Robert Mancek, Paramount vice president, said the Meier's name will be retained and operations will be expanded, although he said no definite plans have been established yet.

**MEIER'S, WHICH** had sales of about \$5 million last year, distributes its wines and champagne in about a dozen eastern and Midwest states. It has vineyards in Clermont County and northern Ohio, primarily on St. George and neighboring islands in Lake Erie, offshore from Sandusky.

Paramount, which produces a full line of whiskies, gins and cordials, had sales of more than \$40 million last year. It distributes its products in 32 states.

Mancek said Paramount would

bring some of its own management into Meier's with members of the Sonneman family staying on as consultants.

Charles Safran, a former vice president of Mogen David Wine Co., has been president of Meier's for the last year.

He succeeded Henry O. Sonneman, a brother-in-law of John C. Meier's granddaughter, who had been president of the family-owned firm for 37 years until his death in 1974.

Sonneman's widow, Hazel, has been chairman and their son, Jack, a vice president.

**THE MEIER** family's involvement in vineyards dates back to John Meier's father, John Michael, in the 1850s. John C. Meier organized the company in 1895.

The company's Wine Stube, at the Silverton winery, has been a favorite trysting place for dating couples and young marrieds since it opened in 1935.

Sonneman once said he regretted not having kept a guest register. "So many have said they became engaged here," he said.

### EXHIBIT AC

Memorandum in Support of  
Motion for Summary Judgment

PMTZ-001518

# Paramount Buys Meier's

Meier's Wine Cellars Inc., the largest winery in Ohio and third largest in the East, was sold Thursday to Paramount Distillers Inc., Cleveland, Ohio. Sale price was not announced.

Robert Manchick, vice president of sales at Paramount, said the production and marketing of Meier's products would continue under the Meier's label.

Estal Cloud, vice president of Meier's, said members of the Sonnenman family involved with the wine operation will remain as consultants to the firm.

Meier's was founded in the early 1870s, making wine and fruit juices from the Catawba grape. The grape was brought into the Ohio Valley in the 1830s.

Vineyards were switched to the Isle of St. George in Lake Erie around the turn of the century when blight ruined the Southwestern Ohio grape industry.

Recently, the Meier's firm had experimented with strains of French vines on more than 600 acres of vineyards in Clermont County. Those vineyards were sold prior to the acquisition of Meier's by Paramount, Manchick said.

Meier's is located at 6955 Plainfield Pk., Silverton. It has 60 employees. Sales totaled \$5 million in 1975, the company reported.

Meier's presently is embroiled in legal fight with a former distributor, Caral Corp. The distributing company filed the first of four suits against Meier's on July 18, 1974, when Meier's canceled its contract with Heidelberg Distributing Co., a Caral subsidiary.

In a counter-claim, Meier's has charged that Caral gave favored treatment to Meier's competitors which impeded sales of Meier's wines.

Manchick said the legal action did not pose a major problem in negotiation of the sale.

## Paramount here buys Meier Wine

Paramount Distillers Inc., 3116-Berea Rd. SW, has bought Meier's Wine Cellars Inc., with corporate offices in Silverton, a suburb of Cincinnati.

Robert A. Manchick, vice president of sales for Paramount, said Paramount would continue production and marketing of Meier's products under the Meier's name. Members of the Sonnenberg family involved with the wine operation will remain as consultants.

Meier's was founded in the early 1870s to make wine and fruit juice from the Catawba grape, which had been brought

into the Ohio Valley in the 1830s.

When blight ruined the southwestern Ohio wine industry, the vineyards were switched to the Isle of St. George, now North Bass Island, around the turn of the century.

Recently Meier's has experimented with French vines on 600 acres in Clermont County, east of Cincinnati. The winery employs about 60 persons, and sales totaled \$5 million last year.

Paramount employs 30 to 35 persons bottling liquors and making cordials.

CLEVELAND PLAIN DEALER February 13, 1976 - Friday

PMTZ-001520

EXHIBIT AD

producing states in the complete United States. Many wineries may be visited this summer and I shall point out a few of great interest.

First for me will always be Lonz Winery. I remember George Lonz well. He delivered the wines to us in a pickup truck. Never in a hurry, he would cuddle up in the back room of our store and relax. Relaxing meant chatting with Eli about wines as I dashed about producing for him the greatest corned beef sandwich ever. The sandwich was never complete unless mated with our very special dill pickles which I chose from our pickle barrel in the cooler. He called the pickles "Millie's vintage pickles" and always, on his return trip to the island, his truck was a little heavier because of the jars of pickles it carried.

As the years went on, George became too old to drive from Put in Bay, and hired a lady truck driver to do the heavy work. The drive to Akron and our visit was always important to all of us. During the winter months when it was impossible to forge onward because of the ice and snow, George sent out his monthly wine newsletter, perhaps really the very first newsletter to be written. I treasure ours and am happy that I am a "saver."

George Lonz is long gone, but far from forgotten. We remember the summer holidays we had on the Island. One in particular was with Dr. and Mrs. Robert Hemphill and both families and Betty. The Hemphills owned a summer home very near Perry's Monument. We biked, and tasted and made merry the complete time.

Lonz is now owned by Meier's Winery. At this point, the grapes used to produce the wines are from adjoining vineyards as the vines were ripped out and replanted after the winery had been purchased.

Should you wish to visit Lonz, experienced guides will take you through the 100 year old cellars cut deep into the native limestone. You will even have the opportunity to crawl inside the mammoth

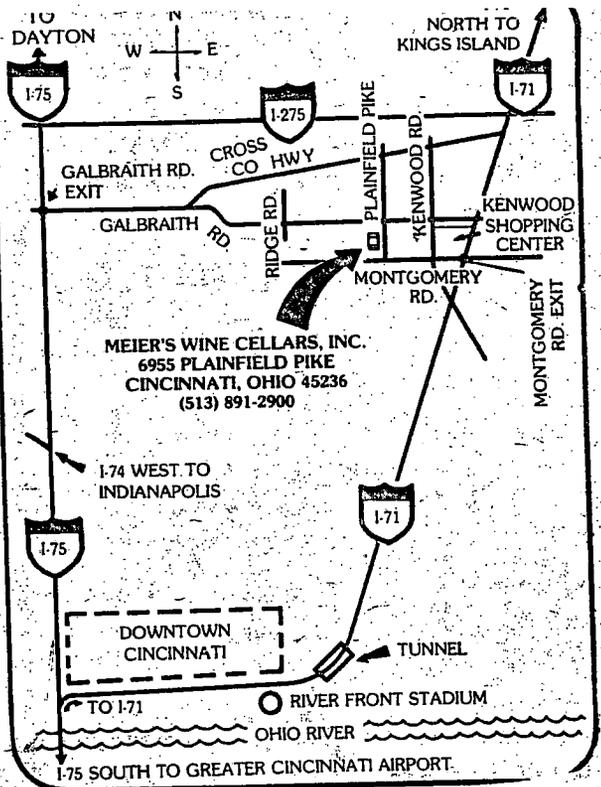
loved so to call the King of England from time to time. George Lonz is also buried on the island next to his wife. In one hand he carries a violin and in the other a bottle of his famous Lonz Champagne. His two great loves, music and wine.

Tours are weekdays 12:30 to 4:30pm; weekends and holidays by prior appointment. There is also a tasting room where the Lonz wines may be sipped. Groups are welcome. Call (419) 285-5411.

How to get to Lonz: Dockage for private boats; convenient dockage for over 75 boats is available in a slip located on the east shore of Middle Bass. Sorry, there are no electrical or water connections. A modest fee is required, based on boat length.

Or, there is public transportation: Miller Ferry, Port Clinton: (419) 285-2421; Parker Ferry, Catawba: (419) 732-2800; Water Taxi, Put in Bay: (419) 285-3149; or Island Airlines, Port Clinton: (419) 734-3149.

Meier's Cellars..Meier's has been making wines for over 100 years. The vineyards are on the Isle of St. George near the international date line in Lake Erie. During the summer months you may wish to visit the gardens, vineyard and also the restaurant. Four hours are



Directions to the Meier Winery

Page 12, Village Views, July 8, 1981

# WINES



by Mildred Neiman

## EXHIBIT AD

Memorandum in Support of Motion for Summary Judgment

PMTZ-001569

EXHIBIT AE

# Cincinnati's surviving breweries, winery offer inside look to tours

The old drinking song "How Dry I Am" might well apply to the brewery industry in Cincinnati. Of the 45 breweries that used to dot the Greater Cincinnati region, only two remain: Hudepohl and Schoenling. They are joined by Meier's Winery, 16th largest in the nation, to make up Cincinnati's "beverage" community.

All three companies have interesting histories, and are open to group tours who can have a first-hand look at how the products are made.

The Hudepohl Brewery has been passed down from the founder, Louis Hudepohl, through five daughters. Schoenling Brewery was founded by four brothers, George, Edward, William and Arthur, along with a close friend, Earl Lichtendahl, and a family member is still at the helm today.

Many say the reason the breweries stayed in Cincinnati is because of the city's link with German heritage, and the German peoples' well-known love

"near" beer and soft drinks. As a result, Hudepohl will celebrate its 100th anniversary in 1985.

Schoenling is a brewery that began as an Ice and Coal Company at the turn of the century. The idea for the brewery was the result of the four Schoenling brothers and Lichtendahl tiring of having to stand in line at a local brewery. Out of frustration, they started their own.

Schoenling has grown from a small local brewery to a modest regional enterprise selling in 16 states. It has had big success with one of its products, "Little Kings," a cream ale introduced in 1958 and today the brewery's number one seller. A new endeavor for the company is a European Keg line, which enables beer to be stored in large quantities without having to be chilled.

The final member of Cincinnati's beverage community is Meier's Winery, Ohio's largest and oldest winery,

located 10 minutes from the heart of the city. Grapes for the winery are grown on tiny Isle St. George in western Lake Erie in northern Ohio, then shipped to Cincinnati.

Meier's, which ships its wine to 40 states, is named after the founder, John C. Meier. The business started by making grape juice in 1865, then expanded to wines five years later. The original Meier's Winery was located in Kenwood, Ohio, a suburb of Cincinnati, but was moved in the late 1800's to be closer to the rail system.

Meier's Winery has also been rewarded for the fruits of its labor, most recently with a bronze medal at the World Monde Selections held in Rome.

Ohio may seem like a strange place for a winery, but actually the Buckeye State is the nation's third leading producer of wines. There are presently 38 wineries in the state.

For further information on tours of these facilities, contact Hudepohl Brewing Company, (513) 721-7273; Schoenling Brewing Company, (513) 241-4344; and Meier's Wine Cellars, Inc., (513) 891-2900.

For further information about Cincinnati's attractions, contact Lois Smith, Greater Cincinnati Convention and Visitors Bureau, (513) 621-2142. ☐



Louis Hudepohl, founder of the Hudepohl Brewing Company, started a family and Cincinnati tradition that is still alive and well in the Queen City.

of a great beer.

The quality of the products is world famous, as evident from Hudepohl's Christian Moerlein being the only American beer to pass the strict German "Reinheitsgebot," a German standard for purity.

Hudepohl Brewery, unlike many Cincinnati breweries, was able to survive the era of prohibition by turning out

## COME TO CALLAWAY

*The difference is outstanding*

Callaway Gardens is easy to reach, just over an hour south of Atlanta. The relaxing atmosphere and beauty of this year-round garden and resort makes it perfect as a tour stop-over, a destination or for day outings.

New to Callaway Gardens, and not to be missed is the multi-million dollar John A. Sibley Horticultural Center, the most unique greenhouse display in the world.

All resort amenities and sports. Guided tours. A 345 room Inn. A choice of restaurants and lounges. Everything you could want to package a tour.

For information call Roger Childers collect 404-663-2281 or write Dept. NC 54

**Callaway Gardens**  
Pine Mountain, GA 31822-9800

Recipient of Mobil Four Star and AAA Four Diamond Awards.

# GARDENS

NTA COURIER ■ OCTOBER 1984 143

### EXHIBIT AE

Memorandum in Support of  
Motion for Summary Judgment

PMTZ-001564

EXHIBIT AF

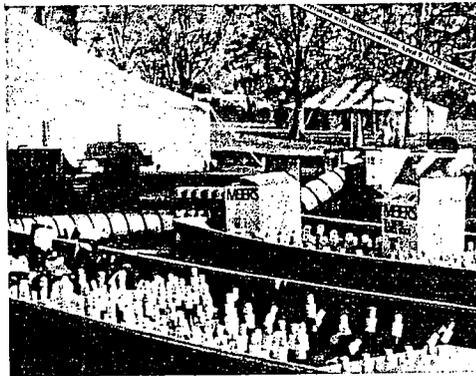
## "A TOAST TO YOUR HEALTH"

*"The toast, 'To Your Health', has reached a new level of taste and sincerity, thanks to the new popularity of de-alcoholized beers and wines, which are finding increasing favor among health- and taste-conscious Americans. These beverages are ideal for those times when you want the taste of wine or beer, but would rather not have alcohol..."*

*"Practically in a class by itself is the John C. Meier Grape Juice Company. Established in 1895, the Cincinnati-based company has a full line of non-alcoholic, high-quality juices including Catawbas, Sparkling Catawbas, Apple Cider and even a Cold Duck version. Unlike the de-alcoholized wines, the juices of the Meier Company have never contained any alcohol to vacuum off. Of course, Meier's juices are therefore sweeter, but they are terrific beverages and any discussion of alcohol-less beverages from grapes would not be complete without them..."*

—Vegetarian Times

## WHITE HOUSE SERVES MEIER'S AT ISRAEL-EGYPTIAN PEACE SIGNING



Meier's Being Chilled on White House Lawn  
—Photo Reprint, Time Magazine

## "MEIER'S SPARKLING CATAWBA GRAPE JUICE WINS INTERNATIONAL AWARD"

*"At the prestigious Monde World Quality Selections 1983 held in Rome, Italy, Meier's Sparkling Catawba Grape Juice was selected from among the products represented by the 58 countries to receive a Monde Selection Bronze Medal and Diploma for outstanding quality."*

—Ohio Tavern News



## EXHIBIT AF

Memorandum in Support of  
Motion for Summary Judgment

PMTZ-001106

RECEIVED

JAN 06 2006

FAY, SHARPE, FAGAN,  
MINNICH & MCKEE, LLP

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of  
Trademark Reg. No.: 2,799,507  
For the mark: MEYER VINEYARD  
Registered: December 23, 2003

Meier's Wine Cellars, Inc.,	)	
	)	
Petitioner,	)	Cancellation No. 92044883
	)	
v.	)	
	)	
Meyer Intellectual Properties Limited,	)	
	)	
Registrant.	)	

**REGISTRANT, MEYER INTELLECTUAL PROPERTIES LIMITED, ANSWERS  
TO PETITIONER'S FIRST SET OF INTERROGATORIES TO REGISTRANT**

The Registrant, MEYER INTELLECTUAL PROPERTIES LIMITED, (hereinafter "MEYER IP") by and through its attorneys, Holland & Knight LLP, hereby respond to the Petitioner's First Set of Interrogatories to Registrant as follows:

**PRELIMINARY STATEMENT**

These limitations and objections are stated here to avoid re-stating them in their entirety for each discovery request. The Registrant's search for information is ongoing and it reserves the right to rely on any facts, documents or other evidence which it may develop or which may come to its attention at a later time. The Registrant responds to these discovery requests based upon information known to it at this time and such responses are set forth without prejudice to the Registrant's right to assert additional objections or supplemental responses should it discover additional information or grounds for objection. The

*doctored  
2/3/06*

Registrant reserves its right to supplement or amend these responses at any time prior to the trial of this Cancellation Petition.

### **GENERAL OBJECTIONS**

1. MEYER IP objects to each and every interrogatory to the extent that it calls for information that is irrelevant to the subject matter of this action or is not reasonably calculated to lead to the discovery of admissible evidence.

2. MEYER IP objects to each and every interrogatory as this action is barred by the doctrine of *res judicata* and the doctrine of collateral estoppel.

3. Nothing herein shall be construed as an admission by MEYER IP regarding the admissibility or relevance of any fact or document, or the truth or accuracy of any characterization contained in the answers to Petitioner's' first set of interrogatories.

4. MEYER IP' responses are based upon information presently known to MEYER IP and/or its attorneys. MEYER IP has not yet completed its investigation of the facts pertaining to this action and has not yet completed its discovery or preparation for trial in this action. Thus, MEYER IP's responses are set forth herein without prejudice to its right to assert additional objections and/or supplemental, amended or modified responses at any time prior to the trial of this action. Should MEYER IP discover additional information or additional grounds for objections and/or supplemental amended or modified responses, those will be made known.

Should MEYER IP at any time amend or supplement its response to Petitioner's first interrogatories, by agreement or otherwise, MEYER IP reserves

the right to assert any available privilege or other protection as to any information which might otherwise be discoverable in connection with such amendment or supplementation.

5. By making information available to Petitioner's, MEYER IP does not waive and does not intend to waive any objections which it may have about Petitioner's use of this information and expressly reserves: (1) all questions regarding the competency, privilege, relevance, materiality and admissibility of all information provided; (2) the right to object to Petitioner's use of any information provided, in whole or in part, or to the subject matter covered thereby in any later stage or proceeding in this litigation on any or all of the grounds set forth herein; (3) the right to object on any and all proper grounds, at any time, to other discovery procedures involving or relating to the subject matter of any information provided by MEYER IP; and (4) all objections as to vagueness and ambiguity.

6. MEYER IP objects to each interrogatory which seeks information whose disclosure would violate the attorney-client privilege or the work-product doctrine or which seeks information which has been prepared in anticipation of litigation or for trial on behalf of MEYER IP, its attorneys and/or their representatives. MEYER IP also objects to each interrogatory which seeks information relating to the mental impressions, conclusions, opinions or legal theories of an attorney or other representative of MEYER IP. Privileged information responsive to a particular interrogatory, if such information exists, is not being provided. If any document marked "attorney-client privilege" or

“attorney work-product” or “confidential” is produced, such production is not to be construed as a waiver of the attorney-client or attorney work-product privilege. Moreover, if any document which is properly the subject of attorney-client or attorney work-product privilege is produced, such production is not to be construed as a waiver of attorney-client or attorney work-product privilege and the production of responsive documents is made based upon an understanding that if any privileged materials are inadvertently produced, all such materials and copies of all such materials will be returned to MEYER IP or its attorney immediately upon its attorney’s written request.

7. MEYER IP objects to each interrogatory which seeks information relating to trade secrets or other confidential research, development, commercial, financial and/or proprietary information.

8. MEYER IP objects to each interrogatory which is overly broad and unduly burdensome. Insofar as Petitioner's first interrogatories seek information which is neither relevant to the subject matter of this litigation nor admissible, nor likely to lead to the discovery of admissible evidence, MEYER IP objects to the discovery of such information on the grounds that the burden that gathering such information imposes upon MEYER IP exceeds any value that the information might have to Petitioner and therefore such interrogatories are unduly burdensome.

9. MEYER IP objects to each interrogatory which seeks information not within MEYER IP’ possession, custody or control.

10. MEYER IP objects to each interrogatory which seeks the identities of documents or material which cannot be provided by MEYER IP without substantially greater facility than could otherwise be obtained by the Petitioner.

### **INTERROGATORIES**

#### **INTERROGATORY NO. 1:**

Please state the date of first use of the mark MEYER VINEYARD in association with wine.

#### **ANSWER:**

It appears that the earliest date for the mark MEYER VINEYARD on wine was November 2002. However, the mark was used prior to that time in connection with grapes and in connection with the anticipated marketing of the Registrant's wine products. Investigation continues.

#### **INTERROGATORY NO. 2:**

Identify all goods on which the MEYER VINEYARD mark has been used, and for each product, state the date of first use in commerce in the United States.

#### **ANSWER:**

MEYER VINEYARD Cabernet Sauvignon 2002

MEYER VINEYARD Chardonnay 2003

Latest examples:

MEYER VINEYARD Chardonnay – March 2005

MEYER VINEYARD Cabernet Sauvignon – March 2005

[www.meyervineyard.com](http://www.meyervineyard.com) as a domain name – March 2005

Investigation continues.

#### **INTERROGATORY NO. 3:**

Identify all documents on which Registrant will rely to support first use of the mark MEYER VINEYARD in commerce in association with wine.

#### **ANSWER:**

The first newsletter (upon information and belief in 2002) announcing the inaugural release of the wines which were being offered under MEYER

VINEYARD. This newsletter included an order form. Investigation continues.

**INTERROGATORY NO. 4:**

Identify representative documents that support the stated date of first use for all products listed in response to Interrogatory No. 2.

**ANSWER:**

The first newsletter announcing the inaugural release of the wines which were being offered under MEYER VINEYARD. This newsletter included an order form (as do subsequent iterations of that newsletter and order form). There was also an announcement letter from a California distributor as well as a price catalogue. Investigation continues.

**INTERROGATORY NO. 5:**

Identify representative documents that support continuous use of the mark MEYER VINEYARD on the goods listed in response to Interrogatory No. 2 from the date of first use to the present.

**ANSWER:**

Please refer to web sites [www.meyervineyard.com](http://www.meyervineyard.com) and [www.hestan.com](http://www.hestan.com). There are also emails between Registrant and consumers/customers which discuss Registrant's wines. There are orders from consumers/customers. There was also an announcement letter from a California distributor as well as a price catalogue. There has been some advertising and news stories or articles. Investigation continues.

**INTERROGATORY NO. 6:**

With reference to paragraph 1 of the Affirmative Defenses of Registrant's Answer to Petition to Cancel, what is the basis for your pleading that Registrant has priority of use of the trademark MEYER VINEYARD?

**ANSWER:**

The Registrant's mark is MEYER VINEYARD. The Petitioner's mark is MEIER'S or "Meier Cellars." The Petitioner's mark differs from the Registrant's mark in sound, appearance and meaning. Thus the Registrant has clear and unambiguous priority in the mark MEYER VINEYARD.

**INTERROGATORY NO. 7:**

With reference to paragraph 2 of the Affirmative Defenses, what is the basis for your pleading that Petitioner is barred from bringing this claim by the doctrine of laches?

**ANSWER:**

The Registrant has used the mark MEYER VINEYARD uninterruptedly since at least August 2002. Therefore the Registrant and the Petitioner have coexisted with their marks for at least three years. It is only when the Petitioner's application to register the MEIER'S trademark was rejected due to the Registrant's mark, did Petitioner decide that Registrant's mark posed a problem. Thus the decision to challenge Registrant's mark – filed and on public notice since September 30, 2002, was delayed for three years. This delay constitutes laches.

**INTERROGATORY NO. 8:**

With reference to paragraph 3 of the Affirmative Defenses, what is the basis for your pleading that Petitioner does not state a claim upon which relief can be granted?

**ANSWER:**

First, Petitioner claims "priority" in paragraph 7. Petitioner has no priority over the mark MEYER VINEYARD. It has never used the mark or claimed the mark. Second, the marks are different in sound, appearance and meaning (the "trilogy" test). Third, the goods are different (Registrant for fine wines; Petitioner for fruit juice, sparkling wines, cooking wines and vermouth). Fourth, the channels of trade are different for goods offered by the Registrant and goods offered by the Petitioner. Fifth, the Petitioner's application received a non-final Office Action from the PTO. Rather than pose argument to the PTO which would very likely have been successful in gaining approval for its application, the Petitioner chose the preemptory step of filing a Petition to Cancel the alleged – and perceived – impediment. Thus the Petitioner had not received final denial from the PTO and has not exhausted potential remedies for gaining approval of this mark at the administrative stage. Having remedies which were unused, the Petitioner cannot now claim that a cause of action has vested or is ripe for adjudication.

**INTERROGATORY NO. 9:**

With reference to paragraph 4 of the Affirmative Defenses, what is the basis for your pleading that Petitioner has no standing on which to make a

claim that its application has been refused by the Patent and Trademark Office?

**ANSWER:**

See Answer to number 8.

**INTERROGATORY NO. 10:**

With reference to paragraph 5 of the Affirmative Defenses, please state what is meant by the "date set forth in the application" that is referenced in that defense.

**ANSWER:**

The Registrant's mark is different from the Petitioner's mark. The Petitioner cannot claim "priority" over the Registrant's mark or an earlier date of first use as only the Registrant is using MEYER VINEYARD.

**INTERROGATORY NO. 11:**

For each product on which the mark MEYER VINEYARD has been used, identify the average wholesale selling price for each that the product has been sold.

**ANSWER:**

Subject to the terms of the protective order, current pricing is as follows:  
MEYER VINEYARD 2002 Cabernet Sauvignon - \$26.80  
MEYER VINEYARD 2003 Chardonnay - \$23.40

**INTERROGATORY NO. 12:**

State whether any search or investigation has been done or is being conducted by or on behalf of Registrant regarding the availability to use and/or register the trademark MEYER VINEYARD in the United States, and identify and describe each search or investigation including by whom it was or is being conducted and all documents referring or relating thereto.

**ANSWER:**

Upon information and belief searching was conducted. Investigation continues.

**INTERROGATORY NO. 13:**

Describe or identify the process whereby Registrant or any person acting for or in concert with Registrant selected and adopted the MEYER VINEYARD mark including any studies or surveys relating to the mark and any meetings in which the selection and adoption of the mark was discussed.

**ANSWER:**

MEYER VINEYARD was derived from the name "Meyer Corporation U.S." which is a gourmet cookware manufacturer that is related to the Registrant. Meyer Corporation U.S. and its affiliates have been using the term "Meyer" since at least the early 1950's. This name was adopted as part of a family of marks under the "Meyer" name in the beverage, food cookware and housewares business.

**INTERROGATORY NO. 14:**

Identify all instances of actual confusion between MEYER VINEYARD and Petitioner's MEIER'S mark.

**ANSWER:**

No instances of actual confusion have come to the attention of the Registrant.

**INTERROGATORY NO. 15:**

Identify all witnesses Registrant intends to call at trial.

**ANSWER:**

Dean Krause  
C.K. Wong  
George Derbalian (Atherton Wine Imports)  
Mark Herold  
Rolando Herrera  
Angel Camarena  
Investigation continues.

**INTERROGATORY NO. 16:**

Identify all documents Registrant intends to rely on at trial.

**ANSWER:**

Documents will be identified in a timely manner and/or produced when such decisions are made.

Respectfully submitted,

HOLLAND & KNIGHT LLP



Dated: \_\_\_\_\_

1/3/06

---

Attorneys for  
Meyer Intellectual Properties Limited

Scott W. Petersen  
Donald G. Mulack  
Holland & Knight LLP  
131 South Dearborn Street, 30<sup>th</sup> Floor  
MEYER IP, IL 60603  
312-263-3600  
312-578-6666 fax  
[scott.petersen@hklaw.com](mailto:scott.petersen@hklaw.com)

**VERIFICATION**

I hereby certify that I am an employee of Meyer Intellectual Properties Limited. I am familiar with this litigation and the Answers to Interrogatories provided herein. I hereby certify that I have reviewed the foregoing responses, which were prepared by outside counsel at my request based upon information from a number of sources. It is my understanding that based upon information and belief that the answers are true and accurate to the best of my knowledge and belief.

Meyer Intellectual Properties Limited

By: 

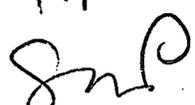
Wong Chi King

Dated: 29 December 2005

**CERTIFICATE OF SERVICE**

The undersigned attorney certifies that on 1/3/06 he caused the above, Registrant, Meyer Intellectual Properties Limited, Answers To Petitioner's Set of Interrogatories To Registrant to be sent via First Class Mail true and correct copies to the following parties:

Christopher B. Fagan  
Sandra M. Koenig  
1100 Superior Avenue Seventh Floor  
Cleveland, Ohio 44114-2579

AND BY FACSIMILE  


Attorneys for Petitioner



Scott W. Petersen

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 2,799,507  
For the mark MEYER VINEYARD  
Date registered December 23, 2003

Meier's Wine Cellars, Inc.,	)	
	)	
Petitioner,	)	
	)	
v.	)	
	)	Cancellation No. 92044883
Meyer Intellectual Properties Limited,	)	
	)	
	)	
Registrant.	)	
_____	)	

**DECLARATION OF DIANE M. JACQUINOT**

I, Diane M. Jacquinot, declare as follows:

1. I am a paralegal with the firm of Fay, Sharpe, Fagan, Minnich & McKee, LLP ("Fay Sharpe"), located at 1100 Superior Avenue, Seventh Floor, Cleveland, Ohio 44114, which represents Meier's Wine Cellars, Inc. ("Meier's") in intellectual property matters. I have been employed by Fay Sharpe since 1997.

2. I am providing this declaration at the request of the attorney for Meier's to provide certain documents and information to the Trademark Trial and Appeal Board of which I have personal knowledge.

3. Attached as Exhibit JA is a webpage that I personally printed from [http://www.meierswinecellars.com/order\\_wine.html](http://www.meierswinecellars.com/order_wine.html) that allows a user to order Meier's wine online.

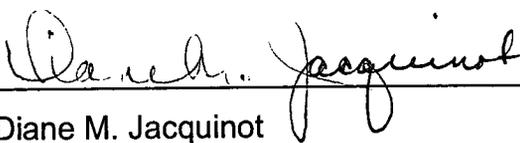
4. Attached as Exhibit JB is a webpage that I personally printed from [http://hestancom.easystorecreator.net/browse\\_dept\\_items.asp/categ\\_id/2/parent\\_ids/0/Name/Meyer\\_Wines](http://hestancom.easystorecreator.net/browse_dept_items.asp/categ_id/2/parent_ids/0/Name/Meyer_Wines) that allows a user to order Meyer Vineyard's wines online.

5. Attached as Exhibit JC is a webpage that I personally printed from <http://www.azcentral.com/home/wine/articles/0105cheapwine0105.html> that describes the low level of sophistication of today's wine consumer.

6. Attached as Exhibit JD is a webpage that I personally printed from <http://www.wineloverspage.com/mcintyre/winline6.shtml> which illustrates how wine is more accessible to the consuming public.

7. Attached as Exhibit JE is a webpage that I personally printed from <http://www.hestan.com/wines.html> that describes the amount of wine that Meyer Vineyard has produced for sale.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct, and that this Declaration was executed on May 3, 2006.

By:   
Diane M. Jacquinet

Date: May 3, 2006

# MEIER'S WINE CELLARS

OHIO'S OLDEST &  
LARGEST WINERY

HOME NEWS/EVENTS FOOD/WINE JUICE LIST WINE LIST INFO

## MEIER'S WINES

Price Quantity Total

### TABLE WINES (WHITE)

**WALLEYE WHITE:** A blend of selected white wines medium-dry and light with a crisp finish in a beautiful new blue bottle. The perfect wine with fish or chicken.

\$7.79

**WHITE TABLE WINE:** Vibrant, light and full-flavored.

\$3.99

**SAUTERNES:** Brilliantly clear, light amber color with a fruity vinous bouquet and a touch of sweetness.

\$4.49

**HAUT SAUTERNES:** Clear golden color, full-bodied and moderately sweet.

\$4.49

**WHITE CATAWBA:** Light bodied with a touch of sweetness

\$4.99

### TABLE WINES (REDS & PINKS)

**WHITE ZINFANDEL:** Light salmon color with mild sweetness, smooth lean fruit and good balance.

\$2.99

**PINK CATAWBA:** Fresh pink color, fruity bouquet, full-bodied with a touch of sweetness

\$4.99

**ROSE TABLE WINE:** Light pink, crisp and refreshing.

\$3.99

**RED TABLE WINE:** Semi-dry with a hearty, robust flavor.

\$3.99

**MERLOT:** Soft, supple and medium dry to compliment red meats and spicier foods.

\$4.49

### SPECIALTY WINES

**SPICED WINE:** A refreshing combination of hearty grapes and natural flavors and spices. Delicious warmed.

\$4.99

**BLACK CHERRY:** Red wine flavored with pure black cherry essence.

\$4.49

**BLACKBERRY:** Deep purple color, sweet with a full fruit taste.

\$5.79

**CONCORD:** Moderately sweet, full bodied and mellow

\$4.99

**RASPBERRY:** Fresh raspberry flavor in a moderately sweet wine.

\$4.49

**RED SEEDLING:** Robust, fruity and mellow with rich color.

\$4.99

**SANGRIA:** Light, Fruity and Sweet

\$4.99

## FLAVORED SPUMANTES

Premium sparkling spumante enhanced with a delicate hint of natural fruit flavors.

RASPBERRY:

\$7.99

WILDBERRY:

\$7.99

CRANBERRY:

\$7.99

PEACH:

\$7.99

PREMIUM SPUMANTE:

\$7.99

## LAKESIDE VINES

Light, fresh and fruity with a casual, contemporary style.

**BIANCO:** a light, bright and flavorful white wine

\$2.99

**ROSATO:** a beautifully fresh blush

\$2.99

## REIEM SPARKLING WINES

Light and festive sparkling wines at a reasonable

EXHIBIT JA  
Memorandum in Support of  
Motion for Summary Judgment

**price.**

CHAMPAGNE:	\$4.49	_____	_____
BRUT CHAMPAGNE:	\$4.49	_____	_____
SPUMANTE:	\$4.49	_____	_____
PINK CHAMPAGNE	\$4.49	_____	_____

**DESSERT WINES**

NO. 44 CREAM SHERRY: Our finest! Full-bodied and smooth with a sweet nutty flavor.	\$11.99	_____	_____
NO. 44 RUBY PORT: Deep, rich, ruby-red. Full-bodied and pleasantly sweet.	\$11.99	_____	_____
3 ISLANDS MADEIRA: Deep amber color and a delicate nutty character. Excellent as an aperitif or in cooking.	\$7.49	_____	_____
3 ISLANDS RUBY PORT: Elegant and full-bodied with a rich, velvety flavor.	\$7.49	_____	_____
3 ISLANDS MARSALA: A supple, aromatic wine with a rich, smoky flavor.	\$7.49	_____	_____

**ALL PRICES SUBJECT TO CHANGE**

Wine can only be shipped in packs of 6 and 12 bottles. Wine varieties may be assorted to your specifications within these quantities. 10% discount on a case of 12.

**How to Order**

- Print out this form, by right clicking and choosing print or using the button below.



- Complete the form and return with your payment to:
  - MEIER'S WINE CELLARS
  - 6955 Plainfield Road
  - Cincinnati, Ohio 45236

**SHIPPING CHARGES** - Shipped in packs of 6 or 12 bottles. All prices subject to change. Please call 1-800-346-2941 for exact shipping charges. Sales tax is added at the rate of the county to which the wine is delivered.

**Order by Phone** - Credit card orders may be placed by calling (513) 891-2900 or our toll free Ohio number, 1-800-346-2941.

**Order by Fax** - Print out and complete the form and fax to (513) 891-6370.

Be sure you have provided an accurate shipping address and that an adult at least 21 years of age will be available to sign for package during regular business hours. Please note that wines may be shipped to an Ohio address **ONLY**.

Your order will be processed immediately and delivered to your home within days. We guarantee delivery in perfect condition to the shipping address provided on your order. Please remember that Fed Ex will not forward.

**SHIPPING INSTRUCTIONS**

Ship to: \_\_\_\_\_

C/O: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Sold to: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

(Please include phone number so we may contact you to clarify or check on shipping instructions.)

**FORMS OF PAYMENT**

Check Enclosed: \_\_\_\_\_ Money Order: \_\_\_\_\_

Please make checks payable to:

- Meier's Wine Cellars
- 6955 Plainfield Road
- Cincinnati, Ohio 45236

**CHARGE TO MY ACCOUNT**

Visa: \_\_\_\_\_ Master Card: \_\_\_\_\_ Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Ohio Wines are the perfect gift selection for family and friends. If you wish to have a gift card enclosed with your order please indicate below and we will sign and enclose a card for you.

Please enclose card: \_\_\_\_\_

Sign card from: \_\_\_\_\_

COPYRIGHT © 2006 - MEIER'S WINE CELLARS

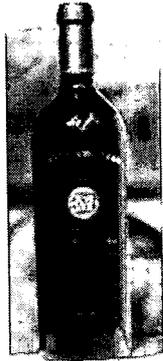
# HESTAN VINEYARDS

[Hestan Wines](#)

[Meyer Wines](#)

[View Cart](#)

[Check Out](#)



1

[Add To Cart](#)

\$120.00

**Meyer Vineyard 2003 Napa Valley Cabernet Sauvignon - 3 bottle pack**

The hallmarks of the Meyer Cabernet Sauvignon are its deep flavors and velvety tannins with concentrated layers of red and black fruit. This handcrafted wine, aged 18 months in French oak barrels, was bottled without filtration and fining.

1

[Add To Cart](#)

\$120.00

**Meyer Vineyard 2003 Napa Valley Cabernet Sauvignon - 1.5 L Magnum**

The hallmarks of the Meyer Cabernet Sauvignon are its deep flavors and velvety tannins with concentrated layers of red and black fruit. This handcrafted wine, aged 18 months in French oak barrels, was bottled without filtration and fining.



1

[Add To Cart](#)

\$500.00

**Meyer Vineyard 2003 Napa Valley Cabernet Sauvignon - Etched 3.0 L Double Magnum**

Beautifully etched 3.0L double magnum. The hallmarks of the Meyer Cabernet Sauvignon are its deep flavors and velvety tannins with concentrated layers of red and black fruit. This handcrafted wine, aged 18 months in French oak barrels, was bottled without filtration and fining.

**Mixed Carton 6 bottle pack (2 bottles each: Hestan 2003 Cabernet Sauvignon, Hestan 2004 Chardonnay, Meyer 2003 Cabernet Sauvignon)**

**My Shopping Cart**

Qty	Item	Total
		<b>\$0.00</b>

**EXHIBIT JB**

Memorandum in Support of  
Motion for Summary Judgment



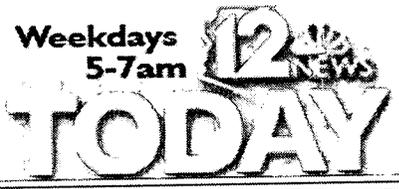
A delicious sampling of each of our wines made by our very talented wine maker, Mark Herold.

1

Add To Cart

\$340.00

[: Store Home](#) : [Hestan Wines](#) : [Meyer Wines](#) : [View Cart](#) : [Check Out](#)



marketplace

- » JOBS
- » AUTOS
- » REAL ESTATE
- » RENTALS
- classified
- local shopping
- newspaper ads
- coupons

food & home

Specials

- » At Home Week
- » Mexican Food
- » Beer Guide
- » Chocolate Guide
- » Family Dinner
- » Farmer's Markets
- » Wine 101

Columns

Cooking 101

Cooking 201

Cooking Videos

Cool Homes

Crafts

- » Crafts Videos

Design

Food Features

Garden & Patio

Home Buying 101

Healthy Eating

Mexican Food Guide

Restaurants

Take Out

Wine

Search For

- » Resale Homes
- » Agents
- » New Homes
- » Apartments
- » Classified
- » Moving Guide

Housing Guide

- » Home Sales
- » Home Values

wine

- » Print Article
- » Email Article
- » Most Popular
- » Bigger Type
- » Smaller Type
- » Phone Alerts
- » RSS

Cheap wines can be good wines

**Blanca Torres**  
Knight Ridder Newspapers  
Jan. 5, 2006 12:00 AM

Mike Williams says he can taste the difference between a \$5 bottle of wine and a \$10 bottle. But when it comes to contrasting \$30 and \$60 bottles, his tastebuds don't say much.

"I'm probably not qualified to tell the difference," the Walnut Creek, Calif., man said last week while shopping the wine aisle at Trader Joe's in Concord.

He placed an \$8 bottle in his basket, but then changed his mind.  
advertisement

**TUTOR TIME**  
CHILD CARE/LEARNING CENTERS

▶ Replay Video

- Infant Care
- Preschool
- Full Day Kindergarten
- Before & After School Care
- Summer Camp

Instead, he said, "I'll probably go for a bottle of Charles Shaw. It suits our purpose." At \$2 a bottle, Shaw's wine, also known as the "two-buck Chuck," is a "good everyday wine," Williams said.

The varieties and price choices for wine abound, leaving consumers like Williams to wonder what's in a price tag.

A number of factors - from the type of soil in which the grapes were grown to how long the wine was aged - can influence the price of a bottle. The main component, experts say, is the perception of quality,

which is often based on where the wine originated or the winemaker's name.

"If people are willing to pay \$50 for it, then charge \$50 for it," said Tony Lima, a wine industry expert and economics professor at Cal State East Bay. "What matters is what people out in the market are willing to pay."

The availability of cheaper wines will not hurt the prestige of the wine industry because more people are drinking wine more often, said Bennett Burke, co-owner of Wine Thieves in Clayton and Lafayette, Calif.

"A lot of our customers drink wine on a fairly regular basis," Burke said. "On a Tuesday, do you really want to open a \$40 bottle of wine? Most people don't really care to do that. There are a lot of really good wines out there that can be less than \$10."

featured

- Don't dump wine time
- Pair with tailgater
- For every holiday
- Wine basics
- So you want to st club?
- Touring Napa Va

- Wine-tasting
- The best pizza/wi
- Pick the right win-cheese
- Great wine under
- 4 reds, 2 whites y
- pour for any occas

top jobs

POWERE  
REPUBLIC  
careerbu

Clark, SpecialE

EXHIBIT JC  
Memorandum in Support of  
Motion for Summary Judgment

## Cheap wines can be good wines

Wine consumption in the United States increased by 19 percent to 668 million gallons in 2004, compared with 543 million gallons in 1999, according to the San Francisco-based Wine Institute of California.

Accordingly, wine production has increased dramatically, which helps keep prices low, Lima said.

The wine market functions on the basic supply-and-demand model, Lima said, but demand largely depends on what kind of quality a consumer is seeking.

"There's two parts," he said. "First, the mystique: 'Oh you're drinking a \$100 bottle of wine.' The other part is what's in the bottle."

Producing wines is a costly endeavor. Expenses include land, farming, labor, harvesting and processing. Operating costs also can depend on the type of wine grape grown - grapes for pinot noir, for example, are one of the more expensive to grow while chardonnay and cabernet wine grapes are cheaper, said Wayne Wickham, owner of Wine Sellars in Danville, Calif.

"There's a difference between Napa and Lodi," Wickman said. "There's a big difference in how much sun they get, the temperature, the type of soil, the drainage. Some excellent wines are made in rocky soil."

Those details often are apparent only to trained connoisseurs, not average consumers like Lisa Songster of Martinez, Calif., who was buying wine for her siblings last week. "I'm just going for the one with the best label in my price range," Songster said. Hoping to spend between \$5 and \$8, she turned down a \$15.99 bottle of Cardinal Zin, despite its "great label."

"I don't want to spend that much," Songster said. "If it's not good, at least it will have a good label. I'm a sucker for the marketing."

Many retailers boast filling most of their wine inventories with "value-priced" bottles.

For example, at Wine Thieves, 75 percent of the store's wines cost less than \$10.

"Our goals are to find good deals and work on a small margin," Burke said. "We try to find a good deal, pass it on to the customers and move it fast."

At Wine Sellars, the best-selling wines range between \$10 and \$25 a bottle, Wickman said, but the retailer has lots of customers that shop in the \$30 and above range.

Consumers who opt for pricier bottles are looking for more sophistication, layers of flavor, stronger flavors and a longer aftertaste, Wickman said.

"Someone who buys a \$125 bottle wine is probably going to lay it down for five to 10 years and enjoy the results of the aging process," he said.

Some wine drinkers just want a good deal. That's when Shaw's "two-buck Chuck" becomes a good option. The brand is made by Ceres-based Bronco Wine Co. and is sold exclusively at Trader Joe's grocery stores. Bronco makes about 30 different wines priced from \$2 to \$20.

"Efficiencies of scale allow us to produce wines that are of high value," said Harvey Posert, a Bronco spokesman. "It happens because Bronco is a high-efficiency, high-volume business, and we found a partner in Trader Joe's. Both sides were willing to reduce margins and make this incredible value."

Different wine varieties are made with the same type of grapes, such as chardonnay or cabernet, but the source of the grapes vary. Some wines are labeled from California because the grapes may have come from different regions throughout the state. Other bottles list a specific place, such as Napa or the Santa Ynez Valley, indicating where the grapes were grown and processed.

"I know my friends come here for two-buck Chuck," said Jan McDonald, who was buying a bottle of wine as a gift last week in a Trader Joe's. "Then I thought I'd buy them a better bottle of wine, but I don't even know what I'm looking at."

She quickly retreated to a large two-buck Chuck display near the store's entrance.

Despite its popularity, the brand receives criticism for using surplus grapes, which are often considered low grade.

"You're going to get a wine that you can drink right now and that's not going to have a lot of what is called complexity," Lima said. "You're not going to swoosh (it) around in your mouth and make profound statements about its flavors and textures."

**Subscribe today** and receive 20% off the newsstand rate plus a \$20 Target® GiftCard

#### Sponsored Links

##### **Wine Spectator Magazine**

No Risk Subscription. Take the hassle out of buying wine.  
[www.winespectator.com/specialoffer](http://www.winespectator.com/specialoffer)

##### **The Galaxy Restaurant**

Wine Tasting Events, Northeast Ohio Award winning wine list and cuisine  
[www.thegalaxyrestaurant.com](http://www.thegalaxyrestaurant.com)

##### **Wine Storage Experts**

Cabinets, Cellars, Racks, & more We Help You with your Cellar  
[www.rosehillwinecellars.com](http://www.rosehillwinecellars.com)

---

**SITE MAP** [azcentral.com](#) main | [news](#) | [sports](#) | [money](#) | [entertainment](#) | [families](#) | [health](#) | [food & home](#) | [photo/video](#) | [shopping](#)  
[weather](#) | [classified](#) | [jobs](#) | [autos](#) | [real estate](#)

---

**CUSTOMER SERVICE** [terms of service](#) | [contact The Republic](#) | [subscribe to The Republic](#) | [Newspapers in Education](#) | [The I](#)  
[your community](#) | [about The Republic](#) | [jobs at The Republic](#) | [jobs at KPNX-TV](#) | [about KPNX-TV](#)

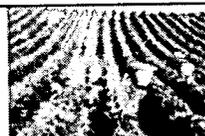
---

**PARTNERS** [USA Today](#) | [Gannett Co. Inc.](#) | [Jobs: CareerBuilder.com](#) | [Cars: cars.com](#) | [Apartments: apartments.com](#) |  
[Shopping: ShopLocal.com](#) | [REALTOR](#) Network Member

---

Copyright © 2006, [azcentral.com](#). All rights reserved.

Decanter

French Wine  
EXPLORERSwine and culinary  
tours of France...  
with our experts!

Wine Lovers' Page™

Copyright © 2006, Robin Garr.  
All rights reserved.

Dave McIntyre WineLine

[GETTING STARTED](#) | [WINE NOTES](#) | [SEARCH SITE](#) | [DISCUSSION FORUMS](#) | [30 SECOND WINE ADVISOR](#) | [CONTACT US](#)

## Dave McIntyre's WineLine

April 4, 2000  
Number 6

Welcome to issue No. 6 of *Dave McIntyre's WineLine*, in which I fulminate about the dismal state of wine writing. Don't worry, I've got some wines to recommend, but I figure they won't turn to vinegar before my next issue. This time, more so than ever, please send me your opinions and forward this to anyone who might be interested. If you're not subscribed, please do so. Back issues are archived at [Robin Garr's Wine Lovers Page](#).

### *In This Issue:*

*What's Fear Got to Do With It? ...*

Cheers!

Dave McIntyre

For centuries, wine and those who make or sell it have cultivated an image as a beverage for the upper classes, to be appreciated by those with breeding, money and superior knowledge. It's an image the wine industry is now struggling to overcome as it attempts to broaden markets. One of its worst obstacles is its own greed in pushing the price of a bottle for First Growths or cult Cabernets into the stratosphere.

Another major obstacle, not wholly unrelated, is the existence of wine writers.

Think about it: Without the intimidation factor, without the complexity and amazing variety of wines now available to us from around the world, no one would need wine writers to point the way. We can demystify the fruit of the vine for people who don't have the time or money to waste trying all the Merlots or whose eyes glaze over when they try to read a German label.

Or we can reinforce the fear of the grape and emphasize the intimidation, secure in the knowledge that we know better. It's a style I call, "*Writing for Terrified Idiots*." After all, if we were too successful and everyone became a wine expert, no one would need us anymore.

It is difficult to write intelligently about wine without sounding snobbish. And it is just as hard to write un-snobbishly about wine without sounding stupid.

EXHIBIT JD  
Memorandum in Support of  
Motion for Summary Judgment

After all, Jesus' first miracle was to make wine more accessible to people. If it had been easy, it wouldn't have made the Bible.

The typical wine writer may not have a messianic complex, but the typical column often is a pedantic screed designed to demonstrate the writer's knowledge, not impart it. Or it resembles a draft chapter for a Parker-wannabe's magnum opus.

A recent example of a wine column that does the reverse of its intention can be found in the March 31 *Wall Street Journal*. The Journal's columnists, **Dorothy J. Gaiter and John Brecher**, are anything but pedantic and normally do a great job of not sounding snobby about wine even though they write for the snobbiest of newspapers. They are so successful at this that people in the wine trade enjoy deriding their lack of sophistication or knowledge even as customers come flocking into the stores with Journal in hand asking for the recommended wines.

"Wine strikes fear in the heart of many otherwise-fearless people, and rarely more so than in business settings," Gaiter and Brecher begin, combining two stressful situations with an alacrity that could make Stephen King jealous. "No matter how much you know about wine, these situations - already fraught with all sorts of spoken and unspoken significance - are ready-made for wine faux pas."

Here the wine geeks are chuckling at the plight of a rube trying to impress a client, but Gaiter and Brecher ratchet up the dramatic tension.

"This isn't one of those things that gets better with knowledge," they continue. "Quite the opposite. The more you know about wine, the more you're expected to be the one who orders wine with your colleagues or, worse, your boss. What if they hate it?"

(The wine geek's answer: *If they hate it, they must be idiots, and at least I can get away with cheap plonk if I ever have to invite them to my house.*)

Some of the advice in the Journal column was good: Ask the sommelier and don't immediately go for the big-ticket label. Some of the anecdotes were funny. But the overall effect, in my humble opinion, was to reinforce the fear rather than ease it. This week, some poor schmuck will be having lunch with his boss and quaking in his boots trying to remember the Journal column and probably end up saying something stupid about the Anderson Project.

Two days before the Journal column appeared, *The Washington Post* Food section discovered wine. Now, an entire Food section devoted to making wine more understandable and accessible is to be applauded. But guess what? They were terrified! Or at least they thought we were.

The section was devoted to pairing wine and food and ordering wine in restaurants, remarkable coverage given the Food section's usual temerity to mention wine outside the regular column on page 7. The lead article was penned by food writer **Judith Weinraub** - who, to be fair, is not a regular wine writer but who did, if memory serves, earn a James Beard Award a few years back for a feature about pairing wines with Asian foods. She began by summarizing factors she said have produced "a culture in which wine drinking was commonplace". (Where? I want to live there!) These included the availability of foods and wines from across the globe, the booming economy, the growth of wine classes and a glut of wine books.

Then came the kicker:

"For those of you who've been confined to a diet of bread and water - bottled or not - for the last decade" - *I'm sorry, does she mean the Food section's readers, or its writers?* -

"the goal of food and wine pairing is matching the food and wine so that they complement each other, with neither one overwhelming the other. And it's nowhere near as simple as we once thought it was."

Duh.

"Somehow," the article continued, "even with all the guidance available, some people are thrown into a state of panic at the thought of ordering a bottle of wine."

It's called "sticker shock."

Weinraub interviewed several experts for food-wine pairing advice and came up with the inevitable unhelpful tautologies ("similar tastes and flavors ... generally work best, though sometimes contrasts work equally well"). There was also plenty of wine terminology (tannin, oak, etc.) scattered in without definition for the terrified idiots in the target audience.

Are novices who "panic at the thought of ordering a bottle of wine" going to be enlightened by "drink light wines with light foods, heavier wines with more robust foods"? Here's Joe Schmoie at the kitchen scale: "Hey, Marge, this bottle of Pinot Noir weighs the same as the Cabernet - but the guy at the wine store said it was lighter!"

Weinraub had the toughest assignment. The rest of the section gave advice on ordering wine at restaurants (don't smell the cork) and presented a test menu to several retailers to compare their suggested wines. (DC trend alert: Syrah is king with lamb.) Out-of-town Master Sommeliers were recruited to critique 20 restaurant wine lists. But the section did an inadvertent disservice to its wine columnist, who was not consulted or informed about the week's special theme. In a section devoted entirely to making wine more accessible, the box confined to page 7 contained a discourse on rare Hungarian Tokaji priced *as high as \$150 a bottle*. A contradictory message if ever there was one.

For those of you who missed it, *The Washington Post* series can be found at the newspaper's website. *The Wall Street Journal* still is trying to make people pay to use its Web site. But I would appreciate any feedback on my personal diatribe about wine writing in general and these articles in particular. Did you find them helpful, or did you at least agree with the advice they offered? If I receive enough response, I may include some excerpts in a future *WineLine*. You can reach me at [McIntyreWineLine@yahoo.com](mailto:McIntyreWineLine@yahoo.com)

Copyright 2000 by Dave McIntyre

[Top of Page](#)

To subscribe or unsubscribe to WineLine,  
visit <http://lists.lyris.net/winline>

To contact Dave McIntyre, write [McIntyreWineLine@yahoo.com](mailto:McIntyreWineLine@yahoo.com)

[Back to Dave McIntyre's WineLine Index](#)



## Our Wines



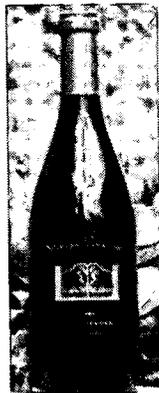
Hestan Vineyards  
Cabernet Sauvignon, 2002, Napa Valley

Nestled among 127 acres of rolling hills in picturesque Napa Valley, Hestan Vineyards is a family-owned estate with 42 low-yielding acres of Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot, Malbec, and Syrah. Each grape cluster was carefully hand selected to ensure the finest quality. The wine went through 19 months of graceful aging in new French oak barrels, imparting to it luscious aromas and flavors. The minimalist approach adopted in handcrafting the wine was extended to the bottling process, which was performed without filtration and fining. This 2002 Hestan Vineyards Cabernet Sauvignon is a limited production of 280 cases.



Hestan Vineyards  
Chardonnay, 2003, California

Possessing lovely fruit, this wine is full-bodied and boasts a rich, buttery flavor. Unfined and unfiltered, this wine follows the minimalist approach we've adopted in hand crafting our wines. 325 cases produced.



Meyer Vineyard  
Chardonnay, 2003, California

Meyer Vineyard is situated at the edge of San Pablo Bay, a gateway to Napa Valley. The location is ideally suited for growing Chardonnay grapes because its cool summer bay breezes maximize hang time of the fruit. This in turn optimizes the flavors of the wine, which is made using French oak barrels. Only 100 cases were made.



Meyer Vineyard  
Cabernet Sauvignon, 2002, Napa Valley

The hallmarks of the Meyer Cabernet Sauvignon are its deep flavors and velvety tannins with concentrated layers of red and black fruit. This handcrafted wine, aged 18 months in French oak barrels, was bottled without filtration and fining.

### EXHIBIT JE

Memorandum in Support of  
Motion for Summary Judgment