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

Proceeding	92053854
Party	Plaintiff Serine-Cannonau Vineyard, Inc. dba Terry Hoage Vineyards
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Submission	Testimony For Plaintiff
Filer's Name	Kuscha Hatami
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Registration No. 3,523,399
Mark: TH
Registration Date: October 28, 2008

SERINE-CANNONAU VINEYARD, INC., DBA TERRY HOAGE VINEYARDS, Petitioner, v. VIÑA UNDURRAGA S.A., Registrant.	**Cancellation No. 92053854**

PETITIONER'S NOTICE OF FILING OF TRIAL TESTIMONY DEPOSITION OF TERRELL LEE HOAGE

In accordance with 37 CFR § 2.125, Serine-Cannonau Vineyard, Inc., dba Terry Hoage Vineyards ("Petitioner"), by and through its counsel, hereby files a certified original copy, including accompanying exhibits1 – 16 and 18 - 32, with Exhibits 5 and 18 designated as Trade Secret/Commercially Sensitive and redacted for that purpose, the deponent's signature page, of the trial testimony deposition of Petitioner's witness, TERRELL LEE HOAGE. Exhibit 17 has been omitted as it is a video file.

Respectfully submitted,

DONAHUE FITZGERALD, LLP

Dated: April 17, 2015

By: /s/ Anne Hiaring Hocking
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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of the following **PETITIONER'S NOTICE OF FILING OF TRIAL TESTIMONY DEPOSITION OF TERRELL LEE HOAGE** was served on this 17 day of April, 2015, by first class U.S. mail, postage prepaid on the following counsel for Registrant:

George W. Lewis
Westerman Hattori Daniels & Adrian
1250 Connecticut Avenue NW, Suite 700
Washington, DC. 20036
Phone: 202-822-4548

Dated: April 17, 2015

Signed: _____

UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK TRIAL AND APPEAL BOARD

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CERTIFIED ORIGINAL

In the Matter of Registration No. 3,523,399
Mark: TH
Registration Date: October 28, 2008

SERINE-CANNONAU VINEYARD, INC., dba TERRY HOAGE VINEYARDS,

Plaintiffs,

Cancellation No. 92053854

vs.

VIÑA UNDURRAGA, S.A.,

Defendants.
_____/

DEPOSITION OF

TERRELL LEE HOAGE

Tuesday, October 28, 2014

1:30 p.m.

101 Lucas Valley Road, Suite 300

San Rafael, CA 94903

REPORTED BY:

NOEL CARTER DEGNAN
CSR No. 6921

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Tuesday, October 28, 2014, 1:30 p.m.

TERRELL LEE HOAGE,

having been first duly sworn, was examined and testified as follows:

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EXAMINATION

BY MS. HOCKING:

Q. My name is Anne Hiaring Hocking. I am the attorney for the petitioner Serine-Cannonau Vineyard, Inc. dba Terry Hoage Vineyards and Cancellation Number 92053854. It is October 28th.

This testimony deposition is being conducted in the conference room of Hiaring & Smith. In addition to myself and the court reporter, the witness Terry Hoage is present and also Jennifer Hoage, who is the business partner and wife of Terry Hoage.

I want to state for the record that we are not exchanging any written documents whatsoever except those that are being admitted as exhibits into evidence. We have no other preparatory documents or anything else for memory aids of any nature whatsoever to assist Mr. Hoage in his testimony today.

And I have instructed Mr. and Mrs. Hoage not to signal to one another, not to communicate with one another about Terry Hoage's testimony. Similarly, I am

not communicating with the witness except in a manner that may be taken down by the court reporter. I will ask just some preparatory questions.

Have you already stated your full name for the record?

A. I haven't, no.

Q. Well, let's have your full name for the record.

A. My full name is Terrell Lee Hoage.

Q. And can I call you Terry?

A. Please.

Q. Okay. Great.

You understand that you are being deposed today as if this were a deposition, an evidentiary deposition, but this is in fact a trial?

MR. LEWIS: Anne, he's not sworn in yet.

MS. HOCKING: Yes, he is.

THE WITNESS: Yeah. I did.

MR. LEWIS: He's already sworn in. Okay. He's sworn in. Do I understand that Mrs. Hoage is in the room?

MS. HOCKING: Yes. That's what I just stated.

MR. LEWIS: I would like her to leave the room.

MS. HOCKING: That's fine.

MR. LEWIS: I expect her not to listen to the deposition testimony.

MS. HOCKING: Pardon me?

MR. LEWIS: I expect her not to listen to the testimony.

MS. HOCKING: That's fine.

(Mrs. Hoage left the room.)

MS. HOCKING: Jennifer Hoage has left the room.

Q. So I want to continue with the description of what you're here for today, Terry, and that is to provide testimony in this cancellation action.

So even though we're sitting here as if this were an evidentiary deposition, in fact the words that you speak today have the same effect as if they were being offered in testimony in a courtroom. Instead of the evidence being presented in open court, it's presented in this informal setting.

I will ask you questions. I want you to tell me if you don't understand them and I'll try to make myself clear. I apologize in advance.

And your words and my words and Mr. Lewis's words are being taken down by the court reporter. They will be transcribed. After they are transcribed, you will have an opportunity to review and make any corrections if there's typographical errors, things of that nature. You may not, however, change the substance of your testimony. You may just make corrections.

Do you understand that?

A. I do.

Q. Is there any reason why you cannot testify truthfully today, Terry?

A. None at all.

Q. You're not overly tired, you're not sick, taking any medications or anything like that?

A. No. I'm perfectly healthy.

MS. HOCKING: I would like you to tell me first of all about the formation of Serine-Cannonau, Inc. This will be the first exhibit in order. I am handing it to the court reporter and to the witness.

(Exhibit No. 1 was marked.)

MS. HOCKING: George, you should have all of these exhibits. Do you?

MR. LEWIS: Well, I'm looking at exhibit -- I have 1 through 30.

MS. HOCKING: Okay. Great. There's going to be 33, but we sent you 32 and 33 earlier today.

MR. LEWIS: I just received them I believe. I'm not sure how you're going to introduce them.

MS. HOCKING: Well, I'm going to introduce them through Terry Hoage.

MR. LEWIS: How are you going to do that?

MS. HOCKING: I'm asking the witness to look at

the document and authenticate it.

Q. Terry, can you tell me what is in front of you?

A. This is the Articles of Incorporation of our corporation Serine-Cannonau Vineyard, Incorporated.

MS. HOCKING: Thank you. Next in order, Exhibit 2.

(Exhibit No. 2 was marked.)

MS. HOCKING: Q. Terry, can you look at this, please, and tell me what this is?

A. This is a document that we had to fill out for the State of California stating the officers and owners of our corporation Serine-Cannonau, listing myself as the chief executive officer, my wife as the secretary.

Q. And can you state what the full name of the entity is just for the record?

A. It's Serine-Cannonau Vineyard, Incorporated.

MS. HOCKING: Next exhibit in order.

(Exhibit No. 3 was marked.)

MS. HOCKING: Q. Terry, can you tell us what this is?

A. This is a fictitious business name that's required if you're not going to do business under the corporate name. And our fictitious name for the beginning of our business entity was Terry Hoage Vineyards -- is Terry Hoage Vineyards.

Q. So the applicant -- so this establishes that Serine-Cannonau Vineyards, Inc. is doing business as Terry Hoage Vineyards?

A. That's correct.

Q. And what is the date on this?

A. Looks like it went to the clerk's office on 9/14 of 2010 -- 9/1/2005.

(Interruption in the proceedings.)

MR. LEWIS: Hello?

MS. HOCKING: That seems to be a robo call.

MR. LEWIS: I didn't hear -- the last I heard was when he was giving the dates of the filing of the fictitious business name statement.

MS. HOCKING: Thank you. Just for the record, the testimony was interrupted by an unidentified robo call that came in on our conference line.

Q. Terry, the fictitious business name statement was filed when?

A. Looks like it was originally filed on September 1st, 2005 and renewed in September of 2010 with an expiration of 2015.

MS. HOCKING: Okay. Terrific. Next exhibit in order.

(Exhibit No. 4 was marked.)

MS. HOCKING: Q. Terry, can you tell me what

this exhibit shows?

A. This is a COLA for the first label approval that we had from our winery.

Q. Let me ask you, now that we know that Serine-Cannonau, Inc. does business as Terry Hoage Vineyards and Terry Hoage Vineyards has label approvals for wine, can you please tell us what Terry Hoage does?

A. Well, I've had many jobs in my life. I graduated from college in 1984 from the University of Georgia. I got drafted into the NFL by The New Orleans Saints. I spent two years with the New Orleans Saints. I spent five years with the Philadelphia Eagles, two years with the Washington Redskins where I won a Super Bowl. Spent half a year in San Francisco with the 49ers, half a year in Houston with the Houston Oilers and then finished my career with the Arizona Cardinals.

After retiring, I started a construction business in Phoenix. I built houses for a couple of years. We moved to the central coast of California in 2000. In 2002 I started Terry Hoage Vineyards and have been doing -- growing wine grapes and making wine since 2002.

Q. Terrific. The last exhibit that you have in front of you, is this a label approval?

A. I believe it is a label approval for our first

vintage, the 2002 vintage.

Q. So for wine?

A. For wine, correct.

Q. What is the mark on the label?

A. Well, the predominant mark is the TH. Our label was designed around that mark.

MS. HOCKING: Next exhibit in order.

(Exhibit No. 5 was marked.)

MS. HOCKING: Q. Now, I'm showing you the next exhibit. Can you explain what we are looking at here, please, Terry?

A. This is an invoice for our first wholesale sale of our wines. Although we had had retail sales previously, this was the first wholesale market sale for us.

Q. And what is -- who is the customer?

A. The customer is J and L Wines which is a distributor for the central section of California, from Monterey into the valley, from Fresno down to Bakersfield and then down to Ventura County and LA.

Q. Is there a ship date on this invoice?

A. There's a ship date of 11/8/2004.

Q. What is the product that was being shipped? Can you tell that from this invoice?

A. We shipped the line The Hedge which is our

single varietal syrah.

Q. Is there anything else, any other papers as part of this exhibit?

A. There are two. One says it's a check remittance copy for a cargo claim from FedEx and then --

MR. LEWIS: I'm sorry. Could you repeat the question, please?

MS. HOCKING: Q. The question was, as part of this exhibit that we're looking at now, if there are any other documents in addition to the invoice, and if so, what are they?

MR. LEWIS: Okay.

THE WITNESS: So it looks like there's a check remittance copy for a FedEx claim. The date of the check was December 29th, 2004, and it looks like it was for wine that we had shipped to a customer, Mary Alice Cochran, that was damaged in transit and FedEx paid us for the damage.

MS. HOCKING: Q. Let's go back to the invoice a minute, Terry.

As part of your job duties -- first of all, describe what jobs do you perform for Terry Hoage Vineyards?

A. It would probably be easier to describe the jobs that I don't do.

Q. Please.

A. Which there are none. I physically built my own winery. I built all of my own equipment, my presses, my shake tables. I make the wine. Early on I was the only salesperson for the company. I do all the accounting, all the IT, all the janitorial service, all the farming, all the equipment repair. Basically for years before we hired employees if there was anything to be done I did it.

Q. So you're personally familiar with the records of the company?

A. I entered all of the records of the company.

Q. So you can testify that these documents that we are showing you are produced in the ordinary course of business?

A. Absolutely.

Q. And you know of your own knowledge that these are authentic records of Terry Hoage Vineyards?

MR. LEWIS: I'll object. You're talking about these documents in general. I don't know which documents you're talking about. I don't know if you're talking about every document that you submitted to me or what.

MS. HOCKING: Okay. Objection taken.

Q. With respect to the invoice that's in front of

you, is this invoice kept in the ordinary course of business?

A. This is a typical invoice that I would have generated for a distribution customer.

Q. So you can testify that it's as kept in the ordinary course of business?

A. Yes.

MS. HOCKING: Okay. Next exhibit in order.

(Exhibit No. 6 was marked.)

MS. HOCKING: Q. Terry, what is this exhibit? Can you explain what this exhibit is, please?

A. This is another COLA of our first label, the 2002 vintage of our Hedge wine which is a single varietal syrah. It's a color version I believe of the previous exhibit of COLAs.

Q. And so was this document kept in the ordinary course of business?

A. Yes, it was.

Q. So you can testify that this is the label approval?

A. This is the label approval that we would have generated and submitted for approval.

Q. And what is the date on this label approval?

A. Give me a second while I read it.

Q. Take your time.

A. Looks like the date it was issued was March 15th, 2004.

Q. And what is the brand?

A. The application date was March 4th of 2004.

Q. Okay. And the brand on the label is?

A. The brand is Hoage Vineyards.

Q. And what else?

A. The fanciful name is The Hedge.

Q. And what image appears on the front of the label?

A. The TH which we built our label around.

MS. HOCKING: Next exhibit in order.

(Exhibit No. 7 was marked.)

MS. HOCKING: Q. Terry, we are going to be reviewing a series of label approvals over the years. So I apologize for how repetitive this is, but basically if you can just tell us what each one of these is and what's on the label if you wouldn't mind and when the -- what this document is, if there is an issuance date and what the brand on the label is, that's really all we need. Thank you.

A. The first page that I've got here on top is a COLA that we submitted for our brand TH and the fanciful name of The 46. It shows the front and back labels that were labeled of our 2004 vintage which was a

grenache-syrah. We applied for it on March 6th of 2006 and it was approved on March 16th of 2006.

Q. This was page 2 of exhibit -- this is page 2 of Exhibit 7.

A. So the next page is another COLA application for the 2004 vintage of Hedge. Brand name was TH. Fanciful name is The Hedge. After we applied on March 1st of 2006, it was approved March 9th of 2006.

Q. Okay. Page 3 of Exhibit 7?

A. Page 3 is a COLA for the 2004 46 with a brand name TH. Fanciful name the 46. Date of application was March 1st, 2006 and approved March 9th, 2006.

Q. Thank you. Page 4 of Exhibit 7, can you identify this, please?

A. Page 4 is a COLA for our 2005 vintage of The 46. Has a brand name of Terry Hoage Vineyards. Fanciful name of The 46. Date of application was November 7th, 2006. Date of issuance was November 28th, 2006, and it shows again the TH front label and the back label.

Q. Okay. Page 5 of Exhibit 7, if you could identify this, please?

A. Page 5 is a COLA for brand name Terry Hoage Vineyards. Fanciful name is No. 34 which was my number for many years in the NFL. It shows an application date

of November 7th, 2006 and an issue date of November 28th, 2006, and it shows the front and back with the TH and the fanciful name.

Q. Okay. Thank you. Page 6 of Exhibit 7, if you could identify this, please.

A. This is a COLA document application for the fanciful name The Pick. Brand name Terry Hoage Vineyards. 11/7/2006 was the application date. November 28th was the acceptance date. Again it shows the front and back label with the TH.

Q. Thank you. Page 7 of Exhibit 7?

A. This is another COLA, 2005 vintage, for The Hedge. Brand name Terry Hoage Vineyards. Fanciful name The Hedge. Date of application is 11/7/06. Date of issuance is November 28th, 2006. And again it shows the front and back labels with the TH.

Q. Thank you. So Exhibit 7 consists of -- each of these COLA label approvals is for the year 2006.

I'm introducing now Exhibit 8 which are -- you could take the next exhibit number in order. I think it's 8. We're moving chronologically. This is 2007.

(Exhibit No. 8 was marked.)

MS. HOCKING: Q. If you could identify this, please, Terry.

A. This is a COLA label approval for a rose, a

2006 vintage. We made the application on December 12th, 2006. It was issued on January 6th, 2007. Brand name was TH and the fanciful name was Bam Bam.

MS. HOCKING: Thank you. Next exhibit in order I believe it's Exhibit 9.

(Exhibit No. 9 was marked.)

MS. HOCKING: Q. We're continuing on with label approvals. These are from 2008.

MR. LEWIS: Hello? I lost you again. Hello.

MS. HOCKING: Can you hear me?

MR. LEWIS: I'm on conference. Hello. I can't hear you. I don't know if you can hear me or not. I'm going to redial. Are you there?

MS. HOCKING: Yes. We can hear you.

MR. LEWIS: Okay. I just lost you. I can hear you now.

MS. HOCKING: You can hear me now?

MR. LEWIS: I can hear you now, yeah.

MS. HOCKING: Good.

MR. LEWIS: I just lost you for awhile.

MS. HOCKING: That's terrible. Thanks for letting us know.

MR. LEWIS: We left off on Exhibit 8.

MS. HOCKING: Yes. And Exhibit 8 consists of label approvals from 2008. And we are looking at page 1

of Exhibit 8. Can you hear me?

MR. LEWIS: Yeah. I can hear you. I'm okay.

THE WITNESS: So the first page is COLA label approval for a cuvee blend, 5 Blocks, 2006 vintage. The fanciful name was 5 Blocks. The brand name was Terry Hoage Vineyards. Date of application was May 6th, 2008 with a May 21st, 2008 date of issuance. Again it shows the front and back label with the TH.

MS. HOCKING: Q. Okay. I turn your attention to page 2 of Exhibit 8, Terry. If you could tell us what this is.

A. This is a COLA approval for our 2007 vintage picpoul blanc. Brand name Terry Hoage Vineyards. Fanciful name Hangtime. Date of application was January 23rd, 2008 with a date of issuance of January 31st, 2008. Again showing the front and back labels of our wine with the TH.

Q. I turn your attention to page 3 of Exhibit 8, Terry. What is this?

A. 2007 COLA application for our grenache blanc or the 2007 vintage of our grenache blanc. Fanciful name is Terry Hoage Vineyards. I'm sorry. The brand name is Terry Hoage Vineyards. Fanciful name is The Gap. Looks like January 23rd, 2008 was the date of application. January 31st, 2008 was the date it was issued. Again

showing the front and back labels with the TH.

Q. Thank you.

THE REPORTER: Counsel, this is Exhibit 9.

MS. HOCKING: Thank you.

Q. So I turn your attention to page 4 of Exhibit 9. This is COLA label approvals from 2008. Can you identify this for us, please, Terry?

A. Yes. This is a COLA application for our grenache rose 8 from the 2007 vintage. Brand name is Terry Hoage Vineyards. Fanciful name Bam Bam. Date of application was January 23rd, 2008 with a date of issuance of January 31st, 2008. Again showing the front and back labels with the TH.

Q. Thank you. Page 5 of Exhibit 9, can you identify this, please?

A. This is a COLA application for our cuvee, The Pick, from the 2006 vintage. The brand name was Terry Hoage Vineyards. Fanciful name The Pick. Date of application was January 23rd, 2008 with an issuance date of January 31st, 2008.

MR. LEWIS: Hello?

THE WITNESS: Again showing the --

MR. LEWIS: I lost you again. I've lost it again.

MS. HOCKING: Okay.

MR. LEWIS: The last thing I heard was The Pick. Are you back?

THE WITNESS: Yeah. We're here. We're still on The Pick. I can go through it again.

MR. LEWIS: I don't know why -- this hasn't happened to me before. I don't know why it's going in and out on me.

MS. HOCKING: Well, we'll just bear up. So we're looking at page 5 of Exhibit 9.

THE WITNESS: Do you need me to start at the beginning with The Pick?

MR. LEWIS: You can hear me?

THE WITNESS: We can always hear you.

MR. LEWIS: Okay. So you'll know --

MS. HOCKING: Q. Let's start from the beginning on page 5 of Exhibit 9.

A. This is a COLA application and approval for the 2006 vintage of The Pick which was the fanciful name. The brand name on the application was Terry Hoage Vineyards. Date of application was January 23rd, 2008 with an issuance date of January 31st, 2008. Again showing the front and back labels with the TH.

Q. Thank you. I turn your attention to page 6 of Exhibit 9. Can you identify this, please?

A. This is a COLA application and approval for our

2006 vintage of 5 Blocks. Fanciful name was 5 Blocks. Brand name is Terry Hoage Vineyards. January 23rd, 2008 was the date of the application with an issuance date of January 31st, 2008. Showing the front and back labels again with the TH.

Q. Thank you. Page 7 of Exhibit 9, can you identify this, please, Terry?

A. This is a COLA application and approval for our syrah The Hedge in the 2006 vintage. Brand name was Terry Hoage Vineyards. Fanciful name was The Hedge. Date of application was January 23rd, 2008 with an issuance date of January 31st, 2008. Again showing the front and back labels with the TH.

Q. Thank you. Turning your attention to page 8 of Exhibit 9, can you identify this, please?

A. This is a COLA application and approval for our 46, grenache-syrah, the 2006 vintage. The brand name is Terry Hoage Vineyards. Fanciful name was 46. Date of application was January 23rd, 2008. Issuance date was January 31st, 2008. Again showing the front and back labels with the TH.

Q. Thank you. Page 9 of Exhibit 9, can you identify this, please, Terry?

A. Yeah. This is a COLA application and approval for our single varietal grenache called Skins after the

Washington Redskins. Brand name was Terry Hoage Vineyards. Fanciful name was Skins. Date of application was January 23rd, 2008 with an issuance date of January 31st, 2008. Again with the front and back labels showing the TH.

MS. HOCKING: Thank you. We're turning now to the next exhibit in order, Exhibit 10, which consists of --

(Exhibit No. 10 was marked.)

MR. LEWIS: Hello?

MS. HOCKING: Can you hear me, George?

MR. LEWIS: Yes.

MS. HOCKING: Q. Next exhibit in order, Exhibit 10, consists of label approvals from 2009. There are three pages. Page 1, if you could identify that, please, Terry?

A. This is a COLA application and approval for our rose, 2008 vintage, Bam Bam. Brand name is Terry Hoage Vineyards. Fanciful name was Bam Bam. Application date was March 4th, 2009 with an issue date of March 19th, 2009. Again showing the front and back labels with the TH.

Q. Thank you. Page 2 of Exhibit 10, if you could identify that, please?

A. This is a COLA application and approval for our

white cuvee blanc, 2008 vintage, called The Gap. Brand name is Terry Hoage Vineyards. Fanciful name was The Gap. Application was made on March 4th, 2009 and issued March 19th, 2009. Again showing the front and back labels with the TH.

Q. Page 3 of Exhibit 10, if you could identify that, please?

A. This is a COLA application and approval for our picpoul blanc 2008 vintage. Terry Hoage Vineyards was the brand name. Fanciful name was Hangtime. Application was made March 4th, 2009. Issued March 19th, 2009. Again showing the front and back labels with the TH.

MS. HOCKING: Thank you. The next exhibit in order is Exhibit 11.

(Exhibit No. 11 was marked.)

MS. HOCKING: Q. Exhibit 11 consists of COLA label approvals for 2010. Before we go through this, Terry, can you tell me the significance of these label approvals? What is a label approval and why do you as a winemaker have them?

A. From my understanding, label approvals are required for us to have.

MR. LEWIS: Objection.

MS. HOCKING: Is this an objection?

MR. LEWIS: I objected. He said to my understanding. He either knows or he doesn't know.

MS. HOCKING: Objection noted.

THE WITNESS: Label approvals give us the ability to sell our wines in the United States of America and is required by the federal entities that govern the sale of wine in the United States of America and we are required to submit them and get them before we can legally sell wine in the country.

MS. HOCKING: Q. So having the label approval is the prerequisite to selling wine legally in the United States?

A. Yes.

MR. LEWIS: I'll object. That's kind of a leading question.

MS. HOCKING: Fine. Objection noted.

Q. We are now on Exhibit 11, page 1. Can you identify this for us, Terry?

A. This is a COLA application and approval for our 2008 vintage of counoise. Brand name is Terry Hoage Vineyards. There was no fanciful name listed, although it would have been counoise. Date of application was 3/23/2010 with an issue date of April 14th, 2010. Again showing the front and back labels with TH.

Q. Thank you. Page 2 of Exhibit 11, can you

identify this, please?

A. This is a COLA application and approval for our 2009 vintage of picpoul blanc. Brand name is Terry Hoage Vineyards. Fanciful name is not listed. Date of application was 3/23/2010 with an issue date of April 14th, 2010. Again showing the front and back labels with the TH.

Q. Thank you. Page 3 of Exhibit 11, if you could identify this, please?

A. Is a COLA application and approval for our 2009 cuvee blanc called The Gap. Brand name is Terry Hoage Vineyards. Fanciful name is The Gap. Date of application was 3/23/2010 with an issue date of April 14th, 2010.

MR. LEWIS: I just lost you.

THE WITNESS: The date of application was --

MR. LEWIS: I'm back.

THE WITNESS: This is a COLA application and approval for the cuvee blanc 2009. Terry Hoage Vineyards is the brand name. The fanciful name is The Gap. Date of application was 3/23/2010. The issue date was April 14th, 2010. Again showing the front and back labels with the TH.

MS. HOCKING: Q. Thank you. Page 4 of Exhibit 11, please, can you identify this?

A. This is a COLA application and approval for our estate rose, the 2009 vintage. Brand name is Terry Hoage Vineyards. Fanciful name is Bam Bam. Date of application is March 23rd, 2010 with April 14th, 2010 being the date of issuance.

MS. HOCKING: Thank you. Next exhibit in order are label approvals for 2011. I believe this is Exhibit 12.

(Exhibit No. 12 was marked.)

MS. HOCKING: Q. There are five pages in this exhibit. To make this a little more streamlined, Terry, I would like you to review all five pages that are part of Exhibit 12 and just tell us with respect -- just summarize what each of these is. We don't need to go through each one.

A. Okay.

MR. LEWIS: I can't hear anything.

THE WITNESS: I was looking through the --

MR. LEWIS: I can't hear anything.

THE WITNESS: Can you hear me now?

MR. LEWIS: I can hear you now.

THE WITNESS: I was just taking some time to look through the papers she handed me.

MS. HOCKING: Excuse me. I just handed Terry Hoage the pages 1 through 5 of Exhibit 12.

MR. LEWIS: I heard all that. I didn't hear anything for awhile.

MS. HOCKING: Yes. He was reviewing the papers.

Q. Mr. Hoage, I've handed you pages 1 through 5 of Exhibit 12. Can you please identify these for us, please?

A. These are five COLA applications and approvals for five of our wines that were submitted in April of 2011 and approved in June of 2011, all showing the front and back labels with the TH.

MS. HOCKING: Thank you. Moving on to Exhibit 13.

(Exhibit No. 13 was marked.)

MS. HOCKING: Q. Terry, I've handed you a 12-page exhibit, Exhibit 13, which are COLA label approvals for 2012. Can you take a moment to review these, please, and then identify them for us?

A. Yeah. I will. George, it will take me --

MR. LEWIS: Excuse me a second. Did you say that was Exhibit 13?

MS. HOCKING: 13.

MR. LEWIS: I only have 10 pages.

MS. HOCKING: I misspoke. There are 10 pages. Exhibit 13, there are 10 pages. Thank you, George.

Q. If you could please review those, Terry, and identify them for us. These are label approvals from 2012.

A. George, if you don't mind, I'm going to be quiet for a couple of seconds while I look through these papers.

MR. LEWIS: That's fine.

THE WITNESS: These are all COLA applications and approvals for wines that we bottled in 2012. The date of application is 3/21/12 with issue date of April 17th, 2012 on all of them but one which was approved on May 29th, 2012. They all show the front and back labels with the TH.

MS. HOCKING: Thank you. Next is exhibit in order is Exhibit 14.

(Exhibit No. 14 was marked.)

MS. HOCKING: Q. Terry, this consists of 13 pages. These are COLA label approvals from 2013. If you could please review these and identify them for us.

A. Do you want me to go through each one or go in bulk like we did previously?

Q. If you'd just please identify all of them for 2013. The documents show that a change of format occurred in how the TTB processes apparently. Page 1 is different from the other applications. There's a total

of five different label approvals.

A. These are COLA applications and approvals for various wines that were approved on looks like June 5th of 2013 for our -- there's various vintages. There's a 2011 vintage grenache syrah, a 2012 vintage cuvee blanc, a 2011 vintage syrah, a 2011 vintage 46, and a 2011 vintage 46, and a 2012 vintage rose, all showing the front and back labels with the TH.

MS. HOCKING: Thank you. This is our final group of label approvals, Exhibit 15.

(Exhibit No. 15 was marked.)

MS. HOCKING: Q. The court reporter is marking each of these in the course of the testimony. Just catching up on my numbering with the number of pages in the exhibit.

Exhibit 15 consists of 17 pages. These are COLA label approvals in the year 2014. There are six different label approvals.

A. Yeah. These are all COLA applications and approvals submitted February 20th, 2014 for six of our wines that were approved on March 18th, 2014, all showing front and back labels with the TH.

MS. HOCKING: Thank you. We're going to turn now to photographs of bottles which you provided me at my request, Terry. This is Exhibit 16.

(Exhibit No. 16 was marked.)

MS. HOCKING: Q. Exhibit 16 -- I don't know that we need to number them. Exhibit 16 consists of photographs of bottles of Terry Hoage Vineyards TH label wine from 2003 --

MR. LEWIS: You're kind of testifying here. He could handle this.

MS. HOCKING: Okay. Fine. I'm just trying to let you know we're moving on next, George. So we've turned now to photographs of bottles of wine.

Q. Can you identify these for us, please, Terry?

A. Would you like me to do it individually?

Q. Sure.

A. The first is a marketing shot that we took for our website that came up randomly when people would visit for the 2003 Hedge. The second is the same type of marketing shot that we generated for our website that came up randomly. The third picture is a picture of our 2004 syrah. It was a marketing picture that we gave to publications and used on our website. The fourth is a very blurry picture of our 2004 vintage that was used for marketing purposes with media on our website. The next one is a picture of our 2006 5 Blocks cuvee that was used for marketing and bottle shots for various media. The next is a picture that was taken at a wine

dinner that was used for marketing by the entity that threw the wine dinner. The next is a marketing picture of our bottles at a wine event and then a marketing picture from one of our winemaker dinners. The 2007 syrah is the last picture.

Q. Does the brand TH appear on each of these bottles?

A. Each of the bottles has a label that was approved in the COLA process that we used to sell this wine in the United States.

Q. What is that brand?

A. It's the TH that is the center of the label.

Q. And the TH appears on every single bottle of wine that you've just identified as coming from Terry Hoage Vineyards?

A. It does.

Q. From each of the years consecutively, what do we have, 2003, the latest photograph is from 2007 by way of example.

A. That's correct. We have continuously used the same brand for all of our labels.

Q. Does the mark TH Vineyards appear on the labels?

A. Yes. It's the TH with the word Vineyards.

Q. Thank you.

MR. LEWIS: I need him to identify, please.

MS. HOCKING: Excuse me. Identify what?

MR. LEWIS: He said the mark TH appears on the label. I need him to identify which label he's talking about.

THE WITNESS: Okay. So --

MS. HOCKING: Q. Let's return then to Exhibit 16. If you'd turn your attention to Exhibit 16, page 1, and identify the marks on each of these pages of Exhibit 16, please.

A. So if you look at the two center bottles in the first picture, you have a big TH in the center that's embossed in silver with a red background and below it it says Vineyards.

In the next it's a line of bottles of the 2003 vintage that has the TH embossed in silver with a red background with Vineyards underneath.

In the next photo you've got the 2004 vintage with the TH embossed in silver with a red background and the Vineyards underneath.

The fourth or the next picture -- I don't know whether it's the fourth or not -- the next picture has four bottles of the 2004 vintage syrah, has the TH embossed in silver in a red background with the Vineyards beneath.

The next is a 2006 vintage 5 Blocks cuvee. It has the TH in the center embossed in silver with the dark blue background and the Vineyards beneath.

The next is a picture of the 2006 grenache Skins. It has a TH in the center embossed in silver with a color that proximates the Washington Redskins red with the Vineyards underneath.

The next picture is a similar picture of the 2006 Skins. TH is embossed in silver with the proximate of the Redskins red in the background with the Vineyards underneath.

The three bottles that you see on the glass tabletop all have a TH that's embossed in silver with a different colored background and they all have Vineyards underneath them.

And the last is a 2007 vintage syrah that again has the TH predominantly in the center that's embossed in silver with a red background and the Vineyards underneath.

Q. Thank you. Does the mark TH --

MR. LEWIS: Wait. I just want to say for the record that in terms of what I'm looking at in any case this didn't reproduce very well and I actually can't see a lot of those indications. So I don't know what you're going to submit, but I just want to let you know that if

they look like this and you're looking at it there, in a lot of cases the mark doesn't appear. It's not visible.

MS. HOCKING: Thank you.

Q. With respect to the photographs that you've identified for us that are part of Exhibit 16, do all of the bottles of wine that Terry Hoage Vineyards has bottled from 2007 to date have the similar logo?

A. Yes.

Q. And so is TH the logo or the brand on each of the bottles in Exhibit 16?

A. Our brand is TH.

Q. And is the brand TH on the bottles of Terry Hoage Vineyards wines that have been sold to the public since 2007?

A. Yes.

Q. And is the TH Vineyards brand used on the bottles shown in Exhibit 16?

A. Yes.

Q. And is the TH Vineyards brand used by Terry Hoage Vineyards on all of its bottles of wine since 2007?

A. Yes.

Q. Thank you.

George, the next exhibit is marked "Trade Secret/Commercially Sensitive" within the meaning of the

standard protective order issued by the board. Hello?

MR. LEWIS: Okay. I'm seeing the sales report.

MS. HOCKING: Yes.

MR. LEWIS: Are you marking that Exhibit 17?

MS. HOCKING: It will be Exhibit 17.

MR. LEWIS: Exhibit 17 is a video.

MS. HOCKING: I'm sorry. I'm sorry. Yeah. Exhibit 17, we're going to introduce a video which goes over. Sorry about that. Thank you, George. I've just asked the witness if he wishes to take a break. The next exhibit -- can you hear me, George?

MR. LEWIS: Yeah. I can hear. Did you say the witness took a break?

MS. HOCKING: No. I just asked the witness if he wished to take a break.

MR. LEWIS: Okay.

THE WITNESS: I indicated no.

MS. HOCKING: Do you need to take a break, George?

MR. LEWIS: Not yet.

MS. HOCKING: Okay.

MR. LEWIS: We'll get there.

MS. HOCKING: Be sure and let me know.

Exhibit 17 we're introducing is a promotional video which Terry Hoage Vineyards provided to us. I'm

going to have you identify this, Terry. We'll go ahead and play it.

(Exhibit No. 17 was marked, retained by counsel.)

(Video played on laptop computer.)

THE WITNESS: So you want me to tell you what that was?

MS. HOCKING: Please.

THE WITNESS: That was an unsolicited piece that was done by Bloomberg Media. They came to town, shot all the video, had complete control over what they wanted to shoot and what they wanted to do, and so they wanted to show all the labels and bottles and kind of the essence of what it is that we do and how we do it and they put that together and put it up through their online media.

MS. HOCKING: Thank you. Very pleasant break in the deposition. Thank you, George. We're on to Exhibit 18. This is designated "Trade Secret/Commercially Sensitive" within the meaning of the standard protective order issued by the Trademark Trial and Appeal Board.

George, will you agree to keep this document within the restrictions of that protective order?

MR. LEWIS: I don't know that I've ever

actually been asked that. I'll abide by the protective order of course.

MS. HOCKING: Terrific. I just wanted, since we hadn't actually stipulated to any of these formalities, I just wanted to clarify that. This is Exhibit 18.

(Exhibit No. 18 was marked.)

MS. HOCKING: Q. Terry, can you identify what Exhibit 18 is?

A. This is a sales report that I generated to show our distribution sales into the market throughout the United States. It shows all of our wholesale sales.

Q. Can you identify --

MR. LEWIS: I'm going to object to the document. It's hearsay.

MS. HOCKING: Q. Terry, are you familiar with the bookkeeping practices of Terry Hoage Vineyards?

A. Yes, I am. I actually do the accounting and bookkeeping for the business and I've done it since its inception. So I've generated all of the sales receipts and invoices and collected the checks and deposited them and balanced my checkbook and all of those. So I would testify that these are things that I directly have knowledge of and directly generated and show here in good faith.

Q. Thank you. Can you identify --

MR. LEWIS: I'm still objecting. You can say it's noted, but I'm going to object to the introduction of this document. It's hearsay.

MS. HOCKING: Objection noted.

Q. Terry, how are these customers organized by the way? Is this by state, alphabetical order?

A. This is by alphabetical order. Relatively quickly generated in selecting customer type because I enter my customers with different types. Anybody that I sold wine to wholesale would show up in this report. We have Bounty Hunter which is a wine club that sells across the country. We have Glazer's Wholesale in Louisiana. We have Napa Valley Wine Exchange in California. Orangewood Wines which is in Arizona. Paul Young Wines which is in Southern California. Synergy Fine Wines which is in Colorado. TGIC Importers which distribute for us in Southern California as well as Canada and Puerto Rico. Southern which we were with in Hawaii and Arizona. The Country Vintner in Virginia. Tout-Petit Vin in Florida. Ultimate Distributors in Georgia.

MR. LEWIS: I'm objecting to testimony because as far as I understand there's no support.

MS. HOCKING: Objection noted.

THE WITNESS: So this report indicates all of the invoices that I would have generated as sales to all of these entities which distributed our wines across the United States and then outside of the United States.

MS. HOCKING: Q. So this is not a complete record of sales. It's a summary of sales to distributors?

A. This is solely distributors. This is no retail sales records of my customers.

Q. So what is the earliest sale date? Does this report -- this cash basis report reflect sales from 2004 to 2013?

A. Give me a second to look through it.

MR. LEWIS: I'm obviously objecting.

MS. HOCKING: Objection noted.

THE WITNESS: I'm sorry. There's a lot of pages here, George. So there are a few beginning dates here. J and L Wines we invoiced in December of 2004, December 13th, invoice number 51, which I think was introduced earlier in the proceedings. There's a 10/1/2004 sale. This would have shown sales going back to the end of 2004 definitely. We have sales in 2013. I'm trying to see if this report shows sales in 2014 and it does to J and L Wines. It shows sales continuously from 2004 all the way to 2014.

MS. HOCKING: Thank you. Okay. Exhibit 19. Exhibit 19 is the file wrapper of the TH Vineyards application Serial Number 77957129. This is Exhibit 19.

(Exhibit No. 19 was marked.)

MS. HOCKING: Q. I'd like you to review this, please, Terry, and just tell us generally what it is.

A. This is application for our TH Vineyards mark we filed on March 11th of 2010 and supporting documents for that as well as a mark application for --

Q. No. We're not doing that.

A. We're not? I'm sorry.

Q. With respect to -- so this is the record of your application to the United States Patent and Trademark Office printed off of their website. You identified -- if you could just state what the serial number is.

A. U.S. Serial Number 77957129 for the mark TH Vineyards.

Q. Thank you. And you identified the filing date. Can you tell us what the date of first use is?

A. For TH Vineyards would have been November 8th, 2004.

Q. Thank you. And I turn your attention to the back of the application which has a photograph of a bottle of wine.

A. Okay.

Q. Can you identify that for us, please?

A. That's a photo of our 2000 vintage syrah The Hedge with the mark TH embossed in silver with a red background and Vineyards underneath.

Q. So the label bears the mark TH Vineyards?

A. It does.

MS. HOCKING: Thank you. Okay. Exhibit 20. Exhibit 20 is the file wrapper of application Serial Number 77957906, and I've asked Terry to look at this.

(Exhibit No. 20 was marked.)

MS. HOCKING: Q. Can you please identify for us what this is, Terry?

A. This is the application for the mark TH with the patent office, Serial Number 77957906. It shows the embossed TH in a dark background. Its first use was November 8th of 2004. At the end there's a picture of a bottle -- there's a picture of the TH and a picture of a bottle, a 2007 Hedge, with the TH prominently displayed in the middle embossed in silver with a red background.

MS. HOCKING: Thank you. Exhibit 21.

(Exhibit No. 21 was marked.)

MS. HOCKING: Q. Can you identify this for us, please, Terry?

A. This is a report generated off of the Go Daddy

site with regard to the domain name Terry Hoage Vineyards and the creation date and the update date.

Q. Okay. This was created what year?

A. 2005.

Q. And the domain name is?

A. Terryhoagevineyards.com.

Q. Thank you.

(Interruption in the proceedings.)

(Lost connection with Mr. Lewis.)

(Regained connection with Mr. Lewis.)

MR. LEWIS: Hello. We're back again?

MS. HOCKING: We're back. Thank you for letting us know that you were out. Are we ready to go?

MR. LEWIS: You weren't able to hear me?

MS. HOCKING: No. They came in and said that you were disconnected.

MR. LEWIS: I was just calling back. I was disconnected.

MS. HOCKING: Let the record reflect that we are holding this deposition testimony by telephone conference and that the technology is causing from time to time interruptions, but that Mr. Lewis, who is in Washington, D.C. telephoning into our offices in California, is advising us if and when interruptions in service occur. One just did occur and so we are

recommencing the testimony now.

George, did you hear the introduction of Exhibit 21 which is the terryhoagevineyards.com domain name?

MR. LEWIS: No. I didn't hear -- Exhibit 21? I was just past 18.

MS. HOCKING: You didn't get past 18?

MR. LEWIS: I never heard 19 or 20.

MS. HOCKING: All right. Let's go back to Exhibit 19. Can you hear me, George?

MR. LEWIS: Yeah. I can hear you. I'm just trying to figure out the best way to do this.

MS. HOCKING: Well, okay.

MR. LEWIS: Go ahead. I'm looking at 19 now.

MS. HOCKING: All right. Terry, can you identify what Exhibit 19 is?

A. Exhibit 19 is our application with the patent office for TH Vineyards. Serial Number was 77957129 for the TH Vineyards mark. Our first use is indicated as November 8th, 2004. The back, the last page I believe, there's a picture of a bottle that shows the TH Vineyards mark, the TH predominantly in the center embossed in silver with a red background and the Vineyards underneath.

Q. Thank you. Exhibit 20 is a record of

application for Serial Number 77957906.

Terry, can you identify this for us?

A. It's our application for the TH mark. First use was November 8th, 2004. And on the last couple of pages there's a blowup of the TH and then on the last page is a bottle with a picture of the label with a TH predominantly in the center embossed in silver with a red background and the Vineyards underneath.

Q. And this is an application to register which mark?

A. The TH mark.

Q. And does the TH mark show prominently on the label?

A. Yes, it does.

Q. Thank you. Exhibit 21. Exhibit 21 is the record of the domain name registration for terryhoagevineyards.com.

Terry, can you identify this for us?

A. This is a report generated by Whois. We find out who owns URL domain names. As far as domain name terryhoagevineyards.com, the creation date was July 9th, 2005.

MS. HOCKING: Thank you. Exhibit 22.

(Exhibit No. 22 was marked.)

MS. HOCKING: Q. Terry, can you tell us what

the pages are in Exhibit 22, please?

A. There's a lot of pages, George.

Q. Is this a printout of your website, Terry?

A. Yeah. This is a printout of all of the different pages and areas on our website that people would visit that we used for marketing our brand to customers.

Q. And the website is for Terry Hoage Vineyards?

A. It's for terryhoagevineyards.com, yes.

Q. And does a mark appear on each page of the website?

A. In the upper right-hand corner we designed it so that the TH mark would be prominent on every page.

Q. I turn your attention to the part of the website that identifies -- the printouts of the website that identifies the 2012 releases.

MR. LEWIS: Hello?

THE WITNESS: We're here.

MS. HOCKING: Can you hear me, George?

MR. LEWIS: I can hear you.

MS. HOCKING: We're looking at the page of the website that identifies the 2012 releases.

MR. LEWIS: I really wish you would let him testify.

MS. HOCKING: I'm just trying to orient the

witness so he knows what to direct his testimony to. Thank you for noting that.

Q. Terry, can you tell us what's shown on this page?

A. Yeah.

MR. LEWIS: What page are you talking about? What page?

THE WITNESS: This is the 2012 release page that our customers would have gone to to see --

MR. LEWIS: I need a number. I'm sorry. I need a number of the page.

THE WITNESS: Do you want me to answer that, George, or do you want Anne to answer that?

MR. LEWIS: I'll take anyone's answer. I see you're directed to something. I'd like to know what page you're looking at, what numbered page.

MS. HOCKING: Q. Well, if you would please go through the exhibit, Terry, and identify the page that is noted as 2012 release.

A. I believe it's like the 18th page in. My math might not have been right as I counted.

MR. LEWIS: Okay. I'm there. 2012 release.

MS. HOCKING: Q. Thank you. Can you tell us what's on this page, please, Terry, with respect to the brands that appear on the wines that are offered for

sale here?

A. So this is what our customers -- this is a page our customers would have gone to to see what wines would have been available for their purchase in the upcoming release of the 2012 vintage. We always try to show our label next to the wines so that it anchors our brand with our customers. So we always try to associate our TH with our fanciful names.

Q. Are there any wines -- does Terry Hoage Vineyards currently have any wines in its cellar available for sale?

A. Yes, we do. We just went through our release of our 2012s and we always hold wine back for sale continuously in our tasting room until our next release of our 2013s.

MS. HOCKING: Thank you. Turning to Exhibit 23.

(Exhibit No. 23 was marked.)

THE WITNESS: Starting at the top?

MS. HOCKING: Q. Can you identify what these are, please, Terry?

A. The first is a Paso Robles Wine Country Alliance which is a marketing entity in Paso Robles that markets wines of all of its members across the United States, across the world. It shows our brand on the

second page, Terry Hoage Vineyards, with our label to the right with the TH prominently in the center. That was, for the top, was for 2007/2008.

Looks like we have a 2008 and 2009 version of the same document distributed by the Paso Robles Wine Country Alliance showing Terry Hoage Vineyards and our label with the TH to the right.

The next is a Paso Robles Wine Country Alliance winery guide. Terry Hoage Vineyards is listed in this. I'm trying to look. This is the 2009/2010 winery guide for Paso Robles that they distributed.

The next is a 2010/2011 Paso Robles Wine Country Alliance generated guide of the member wineries in which we were a participant and it shows our label next to our brands entry.

The next is a 2011/2012 Paso Robles Wine Country Alliance guide that was generated for marketing by the alliance. It shows the participating wineries in which we are one, Terry Hoage Vineyards, with our label beside our entry in the document.

And then the last is a 2014/2015 Wine Country Alliance guide that is generated for the member wineries that list us as a member and shows our label

Q. Thank you. So these are -- so Exhibit 23 consists of photocopies of brochures that are available

to the public that identify wineries in your area?

A. That's correct.

Q. Correct?

A. That is correct.

Q. And these particular guides are from 2007 to 2015?

A. I believe so. 2007. Yes. That's correct.

MS. HOCKING: Thank you. Exhibit 24.

(Exhibit No. 24 was marked.)

MS. HOCKING: Q. This is a photocopy that your office -- that you provided us, Terry. Can you identify what this article is, where it appeared, what the date was, please?

A. This was a result of a marketing push that we did as we unveiled our brand to the public. The front page is a picture of my family on our property that appeared in a local news print, Thursday, September of 2004, talking about our brand and our winery.

The second page is a photocopy of a wine review that is done by California Grapevine in which we came in as the lead wine in their tasting and they used our label to promote our brand as the top syrah that they had tasted in that tasting.

Q. What's on the label?

A. The label shows our Terry Hoage Vineyards label

with the TH predominantly in the middle and Vineyards underneath.

MR. LEWIS: Excuse me. Do I understand that in the case of the "Paso Robles: Rolling Hills Are A Winemaker's Dream" that you only have like the break page photocopy? We don't have the entire article there?

MS. HOCKING: Are you referring to the second page of Exhibit 24?

MR. LEWIS: I'm on -- I've got the first page of Exhibit 24. You're referring to the San Luis Obispo, September 2004, "Paso Robles: Rolling Hills Are A Winemaker's Dream," the article there?

MS. HOCKING: Your question?

MR. LEWIS: My question is, is that all there is of the article? I just want to make sure I'm not missing something. You don't have the entire article there.

THE WITNESS: It appears not. It appears like it's just the beginning of the article.

MR. LEWIS: Fine. I've been objecting all across the board, but obviously I'd object to that. It's only a portion of the article.

MS. HOCKING: Objection noted. Exhibit 25.

(Exhibit No. 25 was marked.)

MS. HOCKING: Q. Can you identify this for us,

please, Terry?

A. This is another article that resulted out of that marketing push as we were unveiling our wines to the general public. It appears on Friday, October 15th, 2004 in The Atlanta Journal-Constitution on a Friday before a home Georgia game. It has a picture of my wife and I against the same fence coincidentally of the previous picture that Mr. Lewis objected to. It shows our label prominently displayed, TH visible at the front.

The second page of this is a continuation and the third page is a continuation and the fourth page is a continuation of the story. At the end of which they have a little bit about the wine. There's a picture of a bottle by itself with the label predominantly in front and then some tidbits of information about myself.

MS. HOCKING: Thank you. Exhibit 26.

(Exhibit No. 26 was marked.)

MS. HOCKING: Q. Can you identify this for us, Terry, please?

A. This is from the J and L Wines website which was one of our distributors in the State of California and was something that they would have used to market our wines to the final user, restaurants, all kinds of places.

Q. And does the brand TH appear in the article on the website?

A. It does. They have a picture of our label with the TH predominantly in the center. On the bottom would be embossed in silver and with a red background for the 2004 vintage.

MS. HOCKING: Thank you. Exhibit 27.

(Exhibit No. 27 was marked.)

MS. HOCKING: Q. Can you identify this for us, please, Terry?

A. This is generated off of the California Wine Club website as they marketed our wines they purchased from us for their club. It shows our wine label with the TH predominantly in the center with a background of green for The 46 and it has a list of reviews and accolades. Like I said, it's what they used to market it to their club.

Q. Can you please call out what points you were given and by which organizations as set forth in Exhibit 27?

A. There's four scores listed. There's a Wine Advocate score of 93 points, a Rhone Report of 93 points, the Wine Spectator, which would have been Jim Laube, at 92 points, and the California Grapevine, which was a previous exhibit, was 92 points.

Q. Can you explain the significance of these points?

A. For a small winery scoring of points is extremely important in that people that are seeking out high-end wines are looking for wines that have been vetted by people whose pallets they trust, and so having variety of pundits acknowledging that the wines are rated in an A range helps the marketing and drives the desire to purchase our wines.

Q. So in your experience as a winemaker and wine seller, are ratings in this range, 92, 93, good ratings?

A. These are very good scores and they drive -- a large portion of our business is people that read these reviews, and the ability for them to distinguish our brand is extremely important to our survival.

Q. You must be very proud of these scores.

A. I am.

MS. HOCKING: Thank you. Exhibit 28.

(Exhibit No. 28 was marked.)

MS. HOCKING: Q. Can you identify this for us, please?

A. This is an article in -- looks like a multimedia story that was done on myself. It has a picture of me holding a --

MR. LEWIS: I object. You either recognize it

or you don't recognize it.

MS. HOCKING: Objection noted.

THE WITNESS: This is a report from sportsuncorked.com that was done on me that has a picture of me holding bottles of my wine during a tasting that I did for them introducing them to my wines. All the bottles have our label on it predominantly displaying the TH.

MS. HOCKING: Q. What kind of a website is sportsuncorked.com?

A. It's one of the hybrid websites where people try to tie unrelated pursuits with wine so that wine -- try and show the wine permeates all facets of life. These types of sites show up with various types of relationships between wine and other activities. This happens to be a sports and wine site.

Q. So is the subject matter of sportsuncorked.com sports figures in the wine business?

A. It's things that are related together.

Q. Related to wine and sports?

A. Right.

Q. Actually, one more follow-up question.

Would you say that sports enthusiasts would be familiar with this website?

A. Yes.

MS. HOCKING: Thank you. Exhibit 29.

(Exhibit No. 29 was marked.)

MS. HOCKING: Q. Can you identify this for us, please? I will say we're almost at the end.

A. So this is a story that was done by Grape-Nutz which is a group of extremely -- I don't want to use words that I can't pronounce -- it's extremely enthusiastic wine drinkers that have pursued new up-and-coming wineries and established wineries and trying to show the behind the scenes and all of the wine-related ideas in depth.

Ken Zinns is a customer of mine as well as one of the contributing writers for this. They arrange tours for people that they are associated with. They bring them to different wineries. And in so doing they take pictures, ask questions and then try to relate the answers to the questions in the sense of the winery to the general populus at large.

These are unsolicited stories that come from the impetus of them trying to discover new and engaging wines. They've included us in some of their writings.

Q. Thank you. So this is a printout from grape-nutz.com?

A. Correct.

Q. And grape-nutz.com is a wine enthusiast

website?

A. As the nuts would imply, yes. These people are nuts about wine and grapes.

Q. Terrific. And Ken Zinns, who authored this article, is an author for this website?

A. Yeah. Him among several others authored different types of articles.

Q. And what is the date of this?

A. This was April 29th of 2010.

Q. So the Grape-Nutz people investigate up-and-coming wineries and they identified Terry Hoage Vineyards?

A. That is correct.

Q. And advertised you, gave the public information about your vineyard without any paid endorsement?

A. That's correct. You can see there's a group of individuals walking up the hill on my vineyard. And basically what they did is they get a direct experience with the winemaker who takes them through all of the winemaking philosophies and growing philosophies and gives them an inside look at what the winery is trying to do and accomplish.

You can see on the second page of this Grape-Nutz Wine Journal article is a picture of the cuvee 2007 5 Blocks label with the TH predominantly

displayed.

MS. HOCKING: Exhibit 30.

(Exhibit No. 30 was marked.)

MS. HOCKING: Q. Terry, can you identify Exhibit 30 for us, please?

A. Yeah. Give me a second because Mr. Laube has done a number of stories on us. I just want to see which one this is.

Q. If you could -- what is Wine Spectator?

A. Wine Spectator is a national publication that relates informational stories to wine consumers as well as rating wines and creating buying guides for consumers so that they can feel confident that the wines they're buying are quality wines.

Q. In your opinion, is this an important magazine in the wine business?

A. For a small boutique winery this is an extremely important entity. His stories on our winery have driven a considerable amount of our customers to us.

Q. So when you say his, who are you referring to?

A. I'm referring to the editor James Laube who is responsible for tasting the California wines.

Q. And how would you characterize Wine Spectator in terms of its significance nationally and in the

United States?

A. There's probably two preeminent wine reviewers or wine reviewing entities in the United States. The Wine Spectator I believe is probably larger and appeals more to the masses, the general masses of wine drinkers. The other would be The Wine Advocate which was started years ago by Robert Parker, and the duties for tasting the California wines has fallen on Jeb Dunnuck for The Wine Advocate. Between those two entities, if your wines are reviewed and reviewed well, you will have a successful business.

Q. And again I believe you said that Wine Spectator is read by consumers as well as industry professionals, wine industry professionals?

A. That is correct.

Q. And in your opinion this drives the awareness of a brand?

A. This is extremely important to driving awareness of a brand and the way that you appear in these types of publications has a great bearing on the success or failure of a company.

Q. Specifically with respect to Wine Spectator, how did James Laube find out about Terry Hoage Vineyards if you know?

A. Unfortunately, I do not know how he found out

about us. I do know that originally we did not submit wines to Jim Laube and that he requested our wines on several occasions before we actually sent them to him.

So this was -- the reviews in the Wine Spectator were unsolicited by us and came purely from their own -- they generated the interest within themselves, and I don't know where that interest came from.

Q. And do we have three different articles here from the Wine Spectator?

A. The first is an article from the first time that we submitted wine to him -- wines to the Wine Spectator that were requested from us. We didn't send them in unlisted. They solicited the wines from us. In it my wife included some background information on myself and my history with football, and evidently Mr. Laube enjoyed that because he was an old sports writer, and this was the first introduction that we had that I know of to the masses of the readers of Wine Spectator was this particular article.

Q. And there's a Wine Spectator Insider, Volume 7, Number 20. Can you identify that, please?

A. So this is reviews for the 2008 vintage for us. The front page shows California heading with the Terry Hoage brand leading the list of individuals or wineries

that are being reviewed.

Q. And again what are the points that you're given?

A. In this one we've got actually two scores. The first page shows a score of 93 for the 2008 5 Blocks cuvee and then the last page, which is page 4, shows a hot wine which is a different section of the reviews which is for the wines that they deem extremely interesting, small supply and will be in great demand, and 95 points for our syrah The Hedge in 2008. Next is some very, very well known and heavy names in the wine industry. It's very good company to be in.

Q. Can you explain to us the Wine Spectator's 100 point scale?

A. Unfortunately I cannot.

Q. Can I refer you to page 4 of the Wine Spectator Insider article? And if you'd read that if this refreshes your recollection.

MR. LEWIS: Excuse me. What did you ask him to read? Maybe I misunderstood you.

MS. HOCKING: I asked him to refer to page 4 of the Wine Spectator Insider article and asked if that refreshed his recollection as to the Wine Spectator 100 point scale.

THE WITNESS: And I'm sorry. I didn't fully

understand your question and I should have asked you to rephrase it. When I said I didn't understand, I don't get to sit in the room with them and know how they discern differences between the scales that they use, but I do know that anything over a 90 is considered an outstanding wine and anything over a 95, although I didn't remember that it was considered classic, I do know that anything over a 95 drives sales unbelievably.

MS. HOCKING: Q. And at least one of your wines has gotten a 95 points rating?

A. On page 4 of this particular.

MS. HOCKING: Thank you. Okay. The next exhibit is Exhibit 31.

(Exhibit No. 31 was marked.)

MS. HOCKING: We sent you this today, George.

THE WITNESS: Anne, I hate to interrupt. There was another part of that last exhibit which we didn't go over which was another one of the Wine Spectator articles.

MS. HOCKING: Q. Excuse me. We want to return to Exhibit 30.

A. So the last Wine Spectator article that you had included in that exhibit was 2011 vintage report. Here again these are -- this is an article that is solicited by the Wine Spectator from individuals that they feel

have direct knowledge of vintages in different areas. They do it for obviously Anderson Valley, Santa Barbara. They also do it for Paso Robles and they had asked my expert opinion on how I felt the 2011 vintage would show and what kind of a vintage it would be for wine out of Paso Robles.

Q. So this shows the recognition of the Wine Spectator review as a wine expert?

A. Correct.

Q. Okay. Next exhibit is Exhibit 31. We sent this to you today, George. Can you identify this for us, please?

A. This was a fun article that Sports Illustrated did on me well after my playing days in the NFL were over. Again, it was an unsolicited article that came to me wanting to know what I was up to and so they did a beautiful article on us starting a winery, showing pictures of myself on the winery wearing a T-shirt with my TH logo in the center, a picture of me when I played for the Philadelphia Eagles and then also a picture of my wine with the TH predominantly showing up on the label.

Q. And what is this publication?

A. This is Sports Illustrated which is a large national magazine that talks about sports celebrities.

Q. Is this the double summer issue?

A. It is the summer double issue from 2007.

Q. The eighth annual?

A. Yeah. Looks like they've done it for eight years.

MS. HOCKING: Thank you. Last exhibit is Exhibit 32.

(Exhibit No. 32 was marked.)

MS. HOCKING: Q. Exhibit 32 consists of COLA label approvals filed by or on behalf of Viña Undurraga. Can you tell us --

MR. LEWIS: Excuse me. I object. You don't know that. You can't make that statement. You're testifying and you can't make that statement. You don't know that.

MS. HOCKING: Thank you.

MR. LEWIS: And he can't verify these copies. So I object to its introduction.

MS. HOCKING: Objection noted.

Q. Terry, can you identify these documents for me and how you came to have them?

A. These are COLA applications presented to the agency for -- were submitted -- give me a second. I need to rephrase my thought here.

Q. That's fine. Take all the time you want.

A. You did a good job, George. Kind of threw me off my game for a second. I'm going to recoup myself.

MR. LEWIS: I once ran a quarter mile with an old football player.

THE WITNESS: Did you win?

MR. LEWIS: Yeah.

THE WITNESS: These are COLA applications that were submitted for the TH brand for Undurraga. I went onto the TTB site and did a search of label approvals for COLAs searching for TH in particular, and I found these that I would say are first use documents showing when the TH was first used by Undurraga in my opinion.

MS. HOCKING: Q. When you went on the TTB website, did you search --

MR. LEWIS: I object to that.

MS. HOCKING: Fine. Objection noted.

Q. When you went on the TTB website, Terry, did you search for Undurraga label approvals?

A. I searched for everything related to Undurraga, TH, Terroir Hunter, Terry Hoage, Hoage, multiple different uses of TH, and these are what I found with regard to Undurraga.

Q. And who do you understand Undurraga to be?

A. I understand Undurraga to be the company that owns and markets Terroir Hunter brand wines and has use

of TH Terroir Hunter from their COLAs in TTB use that we're fighting.

Q. So this is a -- the context of this action is a petition to cancel a trademark registration; is that correct?

A. That's correct.

Q. And the trademark registration is owned by what company?

A. It's owned by Undurraga, the Viña Undurraga, the company that George represents.

Q. And the mark that Viña Undurraga has registered which you are seeking to cancel is which mark?

A. The TH.

Q. Turning back to Exhibit 32, can you -- let's number these.

MR. LEWIS: Are you there?

MS. HOCKING: Yes. We're numbering. I apologize, George.

Q. So I have numbered the pages of Exhibit 32. I have 24 pages. Can you tell me again what these are? I believe you testified earlier, but what are these?

A. These are COLA applications and approvals for Undurraga's TH mark on their label.

Q. Terry Hoage Vineyards has also gotten label approvals; correct?

A. We have.

Q. And what is the purpose of getting label approvals?

A. So that you can legally sell alcoholic beverages, wine in particular for us, in the United States of America.

Q. Is it your understanding -- based on your experience as a winemaker and seller of wine, is it your understanding that it is not lawful to sell wine in the United States without a label approval?

A. That is my understanding of the law is that to sell wine in the United States of America you have to have a label approval.

Q. Okay. Terrific. And so I'd just like you, please, to go through and identify the labels and the dates of the applications and approvals, please, if you would.

MR. LEWIS: I'm objecting to this.

MS. HOCKING: Objection noted.

Q. Terry, just to be clear, did you personally go online and research these labels?

A. Yes, I did.

Q. And these are the copies of the labels that you found?

A. Yes. That I found that I printed out.

Q. On ttbonline.gov?

A. Correct.

Q. Thank you. Can you please identify these?

A. This looks -- the first one looks like it's for the TH brand name, fanciful name Undurraga. The date of application was 2/10/2011 and the date of issuance was 3/3/2011.

Q. Thank you.

A. The next is a COLA application for brand name TH, fanciful name Undurraga. Date of application was 2/10/2011 with a date of issuance of 3/3/2011.

Q. Thank you.

A. The next is a brand name TH, fanciful name Undurraga. Date of application is 2/10/2011 with a date of issuance of 3/3/2011.

Q. Thank you.

A. The next is for brand name TH, fanciful name Undurraga. Date of application got cut off -- no -- date of application is 3/3/2011 with an issuance date of 3/3/2011.

Q. Thank you.

A. The next is brand name TH, fanciful name Undurraga. Date of application is 3/3/2011 with a date issuance of 3/3/2011.

Q. Thank you.

A. And then the last is brand name Undurraga, fanciful name TH. Date of application is 4/14/2011 with a date of issuance of 5/13/2011.

There's one more. Brand name Undurraga, fanciful name TH. Date of application is 4/14/2011 with a date of issuance of 5/13/2011.

And there's another one. Sorry. Brand name Undurraga, fanciful name TH. Date of application is 5/13/2011 with a date issued of 6/14/2011.

Q. Thank you. If you'd review these applications just one more time to summarize, the earliest date of label approval is 2011?

A. 3/3/2011.

Q. And the latest date of issuance is also in 2011?

A. Yes.

Q. In your review of ttbonline.gov, did you find any earlier -- any label approvals for TH except for these?

A. I did not.

Q. Did you find any earlier than 2011?

A. I did not.

MS. HOCKING: Thank you.

George, would you like to cross-examine?

MR. LEWIS: Yeah. I'd like to take a little

break at this point though.

MS. HOCKING: Okay.

MR. LEWIS: I don't know if you want me to call you back in five minutes or if you want to keep the line open.

MS. HOCKING: Well, why don't we just take a break. Let's see. What time do you have?

MR. LEWIS: It's 6:28 my time.

MS. HOCKING: Actually, before we adjourn, before I forget, would you mind stipulating that the transcript of the testimony deposition can be signed outside the presence of a notary public?

MR. LEWIS: Yeah. What -- I don't care. That's fine. Why would that be a problem?

MS. HOCKING: Stated in the rules, George. It's great. Thank you. I appreciate your cooperation. That will save one step. So when Terry Hoage reviews his transcript and signs it, he won't need to do that in the presence of a notary public. Thank you. Okay.

What time would you like to reconvene?

MR. LEWIS: I just want to take a quick break for about five, ten minutes.

MS. HOCKING: Do you want to give me a time, please? We'll log out and log back on.

MR. LEWIS: 6:40.

MS. HOCKING: Okay.

MR. LEWIS: I'm sorry. 3:40 your time. 6:40 my time.

MS. HOCKING: Okay. Thank you.

(Recess taken.)

MS. HOCKING: So we're going back on the record beginning with cross-examination.

MR. LEWIS: Are we ready?

MS. HOCKING: Yes, we are.

EXAMINATION

BY MR. LEWIS:

Q. Okay. Mr. Hoage, how are you today?

A. Fantastic.

Q. It's really dark where I am.

A. I can imagine.

Q. But it was almost 80 degrees here in Washington today, so I can't complain about that. So let me get started.

Who is Quality Wine and Spirits?

A. Quality Wine and Spirits is a distributor that I had in Georgia after I got rid of Ultimate Distributors.

Q. Were you ever incorporated in Georgia?

A. You know, I'm not familiar with the rules for doing business in Georgia. I know they make you get a

tax license and some other things. It's been a long time. But to the best of my knowledge, no, I've not been incorporated unless it was a requirement of selling wine in Georgia.

MS. HOCKING: I object to this line of questioning. It's irrelevant.

MR. LEWIS: Okay. Noted. I'm trying to figure out who the actual party used to market. I think it's relevant.

Q. So if I were to ask you if you know you're qualified to do business as a corporation in Georgia, you wouldn't know?

A. As of today --

MS. HOCKING: Objection. Irrelevant.

THE WITNESS: Do you want me to still answer?

MR. LEWIS: Q. You can answer the question. He has to answer the question.

A. As of today I would not know because we don't sell distribution in the State of Georgia. We do hold a direct ship license with the State of Georgia. I am not privy every single day to all of the requirements, but I know that when we have to put in for permitting that we follow the rules for each and every state with regard to direct shipping under wholesale licensing.

Q. Okay. So if I were to tell you then that you

--

THE REPORTER: Mr. Lewis, could you repeat the question?

MR. LEWIS: Q. I said if I were to ask you if you knew that you withdrew -- that you submitted a certificate of withdrawal with the Secretary of State for the State of Georgia on May 24th, 2013, your answer would be you didn't know?

MS. HOCKING: I object. Either you ask the question or you don't ask the question. You don't ask the witness if he knows the answer to the question or not. Are you going to ask a question, George?

MR. LEWIS: Objection note. Please answer the question.

MS. HOCKING: What was the question?

MR. LEWIS: Q. Mr. Hoage, could you answer the question, please?

A. George, I'm not trying to be difficult, but I would need you to rephrase the question because I'm not sure what you're asking me.

Q. If you filed a withdrawal of a corporation in Georgia in May of 2013.

A. I don't know the answer off the top of my head. I would have to go through my files and check.

MS. HOCKING: It's irrelevant. Objection.

Irrelevant.

MR. LEWIS: Q. We'll move on. Pull up the COLA label 4, Exhibit 4, the COLA application. Do you have it? Are you looking for it?

MS. HOCKING: Yeah. We're looking for it. We'll be right with you.

THE WITNESS: I have the black and white copy of the COLA application in front of me.

MR. LEWIS: Q. Who are Matthew Joseph and Amie Terese Garretson?

A. So when you -- you have to have a bonded winery to be able to make and sell wine. When we first started in 2002, we made wine under Matthew and Terese Garretson's ABC bond and so that's their names that appear there, but my wife Jennifer and myself were still the owners of Serine-Cannonau Vineyards.

Q. I see. And it says "DBA Hoage Vineyards." According to this application, they were doing business as Hoage Vineyards; is that correct?

A. George, you can term the -- on whatever you want to with regard to who owns what. I don't know the law with regard to that. I know that for us to make the Hoage Vineyard wines at their place they were required to do a dba under their name because they held the ABC bond, but I know they released that wine to me to be

sold under from my corporation. So as long as the wine was at their facility, it remained underneath their bond. When I got my own bond and could sell the wine, it was transferred from their bond to my bond.

Q. So you're saying they made the wine in their facility?

A. No. I made the wine in their facility.

Q. You say you made the wine.

A. Yes, sir.

Q. As opposed to me saying they made the wine. What is the distinction you're making?

A. You're asking who made the wine. I'm just telling you that I physically made the wine. I stemmed the grapes. I punched down the fruit. I pull it off the skins. I pressed it. I put it in the bottle. All of these activities happened on their premises because they held the bond. At which time I had my own bond to sell wine, they transferred the wine that I made from their bond to my bond.

Q. It was your grapes that were being used to make the wine?

A. Yes.

Q. And when was this wine made?

A. We purchased the property in August of 2002 and made the wines in August of 2002.

Q. So you had a crop. When you purchased the property, there was a wine ready crop of grapes?

A. That's correct.

Q. Okay. Let me move on. Can we pull out COLA number 6?

MS. HOCKING: Are we looking at Exhibit Number 6?

MR. LEWIS: I'm sorry. Exhibit Number 6. I apologize.

MS. HOCKING: Exhibit Number 6?

MR. LEWIS: One second. Let me just make sure because I have apparently too many exhibits opened and it's creating a problem for me. I want to make sure I'm getting rid of some of these things. I think I have Exhibit 5. No. Exhibit 4.

MS. HOCKING: We were just looking at Exhibit 4.

MR. LEWIS: Yeah. I'm sorry. I do mean Exhibit 6. I'm sorry.

Q. Can I ask you to call your attention to the fact that the name Matthew Joseph and Amie Terese Garretson are identified as the applicant and again could you explain that?

A. So this is a color copy of the same COLA application. I can't speak for Anne, but I don't know

why.

Q. Okay.

A. I guess they're slightly different. Let me see. Give me a second and I'll look at both of them.

Q. Okay.

A. So these are both COLAs for the application of the 2002 syrah vintage. I cannot tell you why there are two different dates of application and two different issue dates. I don't know if they were -- how they were submitted.

Q. Okay. Can we look at Exhibit 9?

MS. HOCKING: This is COLA label approvals for 2008?

MR. LEWIS: I characterize as -- yes. It says approval 2008 in that file.

MS. HOCKING: Thank you. We're with you. Exhibit 8.

MR. LEWIS: Q. Here you refer to the name of applicant and your company name is identified. So you're saying that you were now bonded as of this point?

A. Correct.

Q. I see. And you're doing business as Terry Hoage Vineyards; correct?

A. The Vineyards are, yeah, we're doing business as Terry Hoage Vineyards.

Q. And your brand name is Terry Hoage Vineyards; correct?

A. Our brand is TH.

Q. The brand name --

A. We do business as Terry Hoage Vineyards, yes.

Q. I'm looking -- excuse me? Did I talk over you?

A. Go ahead.

Q. The brand name is identified as Terry Hoage Vineyards?

A. On the COLA applications, correct, yes. I didn't know the question you were asking me. Yes.

Q. And again for the next one which I guess is on page 2, again there's an application doing business as Terry Hoage Vineyards; is that correct?

A. That's correct.

Q. The formal brand name is identified as Terry Hoage Vineyards; correct?

A. That's correct.

Q. I could keep going through all of this.

Other than on the bottle, can you tell me where TH Vineyards -- the designation TH Vineyards is used as a trademark to identify your wine or in any way, in any manner?

A. I would have to ask people that understand and know trademark law to know exactly where my --

Q. Okay. Can you point to me in any of the exhibits I've been produced where the designation TH Vineyards appears?

A. I am sure I could if I had the opportunity, but I would have to --

Q. You don't really use TH Vineyards; is that correct?

A. No. We do.

Q. You use Terry Hoage Vineyards; right? You don't use TH Vineyards?

A. No. We use it.

Q. It's not on your website, is it?

MS. HOCKING: Would you like to argue with the witness, George? I object to your tone of questioning. If you have a question to ask, please ask it.

MR. LEWIS: Q. Does TH Vineyards appear on your website?

A. I would have to go look at my website, George. I don't have it memorized.

Q. If TH Vineyards were your trademark, don't you think you'd know if it was on your website?

MS. HOCKING: Are you arguing with the witness or are you asking a question?

MR. LEWIS: I think that was a question.

MS. HOCKING: I think it was an argumentative

question.

MR. LEWIS: Objection noted. Objection noted.

MS. HOCKING: Thank you.

MR. LEWIS: I would like an answer.

THE WITNESS: You would have to give me the opportunity to go look at my website. I don't have every page memorized, George.

MR. LEWIS: Q. Okay. Let me ask you this.

In terms of the use of the designation TH Vineyards versus Terry Hoage Vineyards on the bottle labels, doesn't generally the designation Terry Hoage appear in the same font as the word Vineyards?

A. Yes.

Q. And in fact that font is very different from the logo mark that you employ. Is that not correct?

A. I believe that they're the same font. I'm not sure.

Q. Okay. Would you look at Exhibit 16?

A. Okay.

Q. Frankly, I'm having difficulty looking at the first -- reading the first page of 2003, but it's your opinion that the Hoage name and the Vineyard name employ the same font as the letters TH that form part of the logo?

A. In retrospect, no, they're slightly different.

Like I said, I don't have all of this committed to memory.

Q. And on page 3 for the syrah 2004, The Hedge.

A. Correct.

Q. Aren't Terry Hoage and the word Vineyards the same font style?

A. Yeah.

Q. The same size?

A. I don't know that they're the same size. May be. I don't know.

Q. You're not familiar with the --

A. I am.

Q. -- with the label?

MS. HOCKING: I object. George, you're arguing with the witness.

MR. LEWIS: Noted. Noted. I'm a little surprised that you don't know that specifically.

MS. HOCKING: Can you please ask questions and not comment, George?

MR. LEWIS: Q. If we look at page 5, again, this is Terry Hoage and the word Vineyards in the same type style?

A. You know, George, I don't know. They're in similar sizes. I don't know that they're the same size.

Q. Same size. Same style. Same font.

A. Yeah. I would say they appear to be the same font.

Q. In fact, on all your labels when you use the TH in that manner don't you always use Terry Hoage and Vineyards in the same font?

MS. HOCKING: I object. I'm not understanding the question. TH in what manner?

MR. LEWIS: Objection noted.

Q. Did you understand the question, Mr. Hoage?

A. No. You could ask it again.

Q. On your labels.

A. Yes.

Q. Doesn't the word Terry Hoage and Vineyards appear in the same font?

A. Yes.

Q. And aren't you doing business as Terry Hoage Vineyards?

A. Yes.

Q. And is it not true that the standards -- that TH Vineyards does not appear in your website?

A. I don't know that, George.

Q. Are you familiar with a TH Winery?

A. I don't understand what you mean familiar.

Q. Are you familiar with the winery operating under the name TH Winery?

A. Which winery is that?

Q. Well, I'm asking -- do you know more than one?

MS. HOCKING: Excuse me. Terry, I'd like you to just answer the question. And when he asks you a question that calls for a yes or no answer, please try to answer yes or no. And if you don't understand the question, say you don't understand.

THE WITNESS: Okay.

MR. LEWIS: Q. To my knowledge, you don't use TH Winery. So my question really doesn't apply to your business operation. Do you have knowledge of any other company using the name TH Winery for wine?

A. I have a question.

MS. HOCKING: Can you please answer the question yes or no?

THE WITNESS: Yes.

MR. LEWIS: Q. And when did you first learn of them?

A. I learned of them in my research of Undurraga's use of TH. As I searched label approvals and websites, I found a winery in Canada which distributes in Canada and sells wine in Canada but not in the United States.

MS. HOCKING: I object to this line of questioning as irrelevant to the issues before the Trademark Trial and Appeal Board and this cancellation

action.

MR. LEWIS: Objection noted. I'll move on.

Q. Let's turn to the sales which is -- let's turn to Exhibit 2. Not Exhibit 2. I'm sorry. Let's turn to Exhibit 5. Is the product identified on this? I'm sorry. Are you looking at it?

A. Yes, I am.

Q. Is the product identified here?

A. It is.

Q. What's the name? Go ahead. I'm sorry.

A. It's the fanciful name The Hedge.

Q. Where does that appear?

A. On this invoice.

Q. I'm sorry. Where does that appear?

A. So it appears on this invoice as the only line that's invoiced. It's 85.5 is the quantity, because I give discounts to distributors for sampling and stuff. FOB is The Hedge. The price is 22.50 and then the extended amount.

Q. I'm sorry. We're looking at check remittance copy?

A. No. We're looking at the invoice for J and L Wines.

Q. I'm looking at page 1 of exhibit -- I think I'm on exhibit -- I'm on Exhibit 5.

A. Okay.

MS. HOCKING: Excuse me, George. Can you identify the page? We don't have them numbered in this exhibit.

MR. LEWIS: It's the first page. It's the first page, check remittance copy.

THE WITNESS: Okay.

MS. HOCKING: So you're asking the witness to refer to the page in Exhibit 5 that's headed "Check Remittance Copy"?

MR. LEWIS: Right.

MS. HOCKING: Thank you.

MR. LEWIS: Q. Okay. And you said that -- you characterized this as an invoice in your testimony; is that correct?

A. No. I was talking about the invoice that is included as part of this Exhibit 5.

Q. Where is that then? Below where it says J and L Wines, FOB The Hedge?

A. Correct.

Q. That's the characterizing of the invoice?

A. That's an invoice. It says invoice number 51.

Q. And I understand from the way it's characterized that this is the first sale?

A. This is the first wholesale sale, yes.

Q. Who are J and L Wines?

A. J and L Wines is a distributor on the central coast of California located in Paso Robles, California. They distribute from Monterey, Fresno, Bakersfield, Salinas, King City, San Luis Obispo down to Ventura County.

Q. Okay. That's fine. All right. Now let's look at the sales report, Exhibit 18.

A. Okay. I have it.

Q. I have to rotate my view. Okay.

Now, the date that is shown here is the reported date of sale?

MS. HOCKING: Pardon me, George. I don't understand the question. What are you referring to? This is a sales summary.

MR. LEWIS: You have it by customer detail and it says date. My question is does that date refer to the date of sale or invoice date? What is that date?

MS. HOCKING: Are you referring to -- excuse me. Just a point of clarification. Are you referring to J and L sales or a number of entities?

MR. LEWIS: I'm referring to the summary, the sales by customer detail that was generated by Mr. Hoage and it includes a summary of sales, and I'm looking just at the very top, and it says on the left "Type" and then

next to that it says "Date." And my question is, is that date the invoice date of the sale?

A. That is actually a good question. It could either be the date that the invoice was posted or since this is a cash basis report it could have been the date that I received payment. My inclination, without being able to get into my software and fine-tune it, is that this is the date that the invoice was posted.

Q. Okay. Okay. All right. I'm on page 2 now of 22. I assume that this paginates -- that my page is equivalent to one of your pages.

A. Okay. We'll try.

Q. And I'm looking at Capital Wine & Beverage. Who are they?

A. Capital Wine & Beverage was I believe our distributor in South Carolina for a period of time.

Q. Okay. Who is Harlan Nichols?

A. Harlan Nichols is a wine broker in Nevada.

Q. Who is Jerard B. Hoage?

A. Jerard B. Hoage is my uncle who got included in this by accident because I sell wine to him at wholesale pricing so he got listed with my wholesalers. He was very happy about that by the way.

Q. He bought a lot of wine, didn't he?

A. He likes to drink his wine.

Q. Who is Michael Skurnik?

A. Michael Skurnik is a distributor in New York City that distributed our wines in New York, New Jersey and Connecticut.

Q. Oakville Grocery?

A. Oakville Grocery is a now defunct store in San Francisco that we used to sell wine directly to.

Q. All right. Let me ask you a question about the COLA applications because first of all on several occasions, not always, but you referred to the application as an application for the wine. In fact, you're applying for label approval. Is that not correct?

A. That is correct.

Q. You didn't submit the wine to them; is that correct?

A. To whom?

Q. I'm sorry.

A. I didn't submit the -- I'm sorry. I didn't submit the wine to whom?

Q. As part of the COLA application.

A. No.

Q. In fact, all they did was approval the labeling of the wine, not the wine itself; correct?

A. That's correct.

Q. And you weren't required to sell the wine, is that correct, after the label was approved?

A. I don't know of any stipulation that I had to sell the wine after the label was approved, no.

Q. And you didn't have to have an intent to sell the wine at the time that you submitted the label; correct?

MS. HOCKING: I object.

MR. LEWIS: So noted.

MS. HOCKING: What's the question?

MR. LEWIS: I asked him if he had to have an intent to sell the wine at the time that he submitted the label for approval.

THE WITNESS: I don't know the answer to that, George.

MR. LEWIS: Q. Okay. Did you have to have the wine bottled at the time that you submitted the application for label approval?

A. No. Typically we send in the label approvals before we bottled so that we'd know that we've got legal labels to print so that we have printed labels that are legal to put on the bottles once they're filled. So typically that is done before we bottle, although we have bottled and then labeled after.

Q. Okay. But you don't label it until you get

label approval; is that correct?

A. That's correct.

Q. Generally I think that's what you said. So the fact that you submitted an -- the date that you submitted the application is not a date that any wine is then sold using that label; is that correct?

A. If I understand your question correctly, yes.

MS. HOCKING: Excuse me a minute, George. Please don't answer the question unless you understand it. Do you need to hear that question again, Terry?

THE WITNESS: Yeah. Do you mind asking it again, George?

MR. LEWIS: Q. The date of filing a COLA request is not the date -- the license date that the line was first sold?

A. No.

Q. And the date that the COLA request is approved is not likely the date that the wine was first sold; is that correct?

A. That's correct.

Q. How long after the wine is bottled is it before you usually sell it?

A. That varies with each and every vintage and each and every bottling. I know that our 2002 vintage, which was our first, we were so anxious to get it out

that we bottled in February. We sold wine in April. And we're showing our first use through the distribution sales as November 8th.

Q. I'm sorry. I got confused by the date there. Your 2002 was first sold when?

A. For the purposes of our cancellation with you, we used the most conservative date which was the first time that we sold into the wholesale market which was November 8th of 2004. Although we sold to individuals and retail customers in April of that year, we bottled in February. And we could go back and look at the label approvals and see when they were approved.

Q. Where was the wine bottled?

A. The wine was bottled at Garretsons -- the Matthew and Amy Garretson's facility.

Q. Where was the bottle labeled?

A. I'm sorry. Could you say that again?

Q. Where was the bottle labeled?

A. I'm sorry. I apologize. I don't understand the question you're asking me.

Q. Where was the label affixed to the bottle?

A. At the time of bottling which would have been in February of that year, February or March. It was 12 years ago.

Q. According to your website, you won an award for

the best new winery; is that correct?

MS. HOCKING: Excuse me, George. Are you referring to something in an exhibit? Can we follow along, please? Which exhibit?

MR. LEWIS: It's not an exhibit. And the question as to whether or not they ever won an award as the best new winery is not one that requires an exhibit.

Q. My question is, did you ever win an award for the best new winery?

A. No.

Q. No?

A. No.

Q. Who is Justin Smith?

A. Justin Smith is the owner and winemaker of Saxum Vineyards, the first wine to make number one wine in the world according to Wine Spectator and the first 100 point to come out of Paso Robles, and he is my mentor and tutor in winemaking.

MS. HOCKING: I object to this line of questioning. It's irrelevant.

MR. LEWIS: Q. Did he ever make wine for you?

A. Yes.

Q. When did he make wine for you?

MS. HOCKING: I object. This is irrelevant. It's outside the scope of inquiry of the subject matter

of this cancellation.

MR. LEWIS: Noted. Noted.

THE WITNESS: Could you be more specific about the question you're asking, please?

MR. LEWIS: Q. Did he ever produce wine for your company?

A. Yes.

Q. What years did he do that?

A. He consulted with us in 2002, 2003 and 2004. My wife and I did the manual labor. He directed us in how we should go about it.

Q. What year was your 2005 vintage released?

A. 2007.

Q. Is that with respect to all wines of that vintage?

A. Except for whites, if we had any whites in that vintage.

Q. And when would your 2006s have been released?

A. 2008.

Q. With respect to your logo mark, which letter is first, the H or the T?

A. The T.

Q. Is that reading from left to right or top to bottom?

A. Top to bottom.

Q. So if one were to look at it left to right, what might seem to be first?

MS. HOCKING: I object. This is completely irrelevant.

THE WITNESS: I couldn't presume to know what other people see.

MR. LEWIS: Q. Which letter is larger, the H or the T?

A. I don't know.

Q. Has anyone ever mistaken the H for a B?

A. Not to my knowledge.

Q. Has anyone ever referred to your mark as HT?

A. Not to my knowledge.

Q. Does the mark always appear upright?

A. To the best of my knowledge.

Q. Well, aren't there many labels where the mark appears on its side?

A. Do you have an example?

Q. A lot of the COLAs have the marks on its side.

MS. HOCKING: Do you want to refer to a specific exhibit, please, George?

MR. LEWIS: I really wasn't asking him if it ever happened once. I was asking him how it generally appeared or that they use both methods from time to time.

MS. HOCKING: Might be helpful to be looking -- if the witness could look at the same thing you're looking at if you wouldn't mind sharing that.

MR. LEWIS: All right. I'll find one of the COLAs.

MS. HOCKING: Exhibit 16 shows photographs of the labels. Would that be helpful?

MR. LEWIS: Well, I don't know what that will show. All right. I'm looking now at the label for -- let me see what number it is -- it's Exhibit 8.

MS. HOCKING: Okay. I'm grabbing it.

THE WITNESS: Okay.

MR. LEWIS: Q. This is application for the grenache rose 2006 Bam Bam. Is that how the mark is used sometimes?

A. That orientation of that label is on its side. The TH would appear upright and the grenache rose Bam Bam would appear running up the side of the label.

Q. In the process of making the wine, at which point is the wine bottled?

A. The wine is bottled after the grapes have been processed on a crush pad, they've been fermented, put to barrel, having gone through secondary fermentation, and then upon time that my wife and I feel that the wine is ready for bottling we bottle it. It could take six

months with regard to whites and we've gone as long as 60 months with some reds. Typically we bottle between 15 to 20 months in barrel.

Q. 15 to 20 months. I see. And is there a particular time of year that you usually do the bottling?

A. I think if you go through the exhibits you'll see that most of our label applications are made in the spring prior to bottling. We typically bottle anywhere from February to June.

MR. LEWIS: I might be finished. Okay. I'm through.

MS. HOCKING: Thank you. I have one question on redirect.

FURTHER EXAMINATION

BY MS. HOCKING:

Q. I'd like to turn your attention please to Exhibit 5, the page of Exhibit 5 that's identified as invoice in the upper right-hand corner.

A. Okay.

Q. Does that invoice identify which wine is shipped under that invoice?

A. It does. This one was done with the fanciful name The Hedge.

Q. And on the bottle for The Hedge wine, did a

mark appear on it?

A. Yes.

Q. And what was that mark?

A. The TH.

MS. HOCKING: Thank you. I'm done.

THE REPORTER: Mr. Lewis, would you like to order a copy of the transcript?

MR. LEWIS: Yes, please.

MS. HOCKING: Thank you, George. The next date for a deposition is November 12.

MR. LEWIS: I thought Mrs. Hoage was testifying today.

MS. HOCKING: No. We just decided to call Terry Hoage today.

MR. LEWIS: I wouldn't have asked her to leave the room if she wasn't going to testify. Okay. That's fine. Have a nice evening.

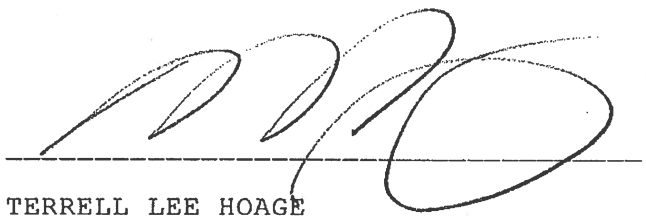
MS. HOCKING: You too. Thanks so much. Bye.

(Proceedings adjourned at 4:28 p.m.)

DECLARATION UNDER PENALTY OF PERJURY

I, TERRELL LEE HOAGE, do hereby certify under penalty of perjury that I have read the foregoing transcript of my deposition taken on October 28, 2014; that I have made such corrections as appear noted on the Deposition Errata Page, attached hereto, signed by me; that my testimony as contained herein, as corrected, is true and correct.

Dated on the 7th day of November, 2014, at Paso Robles, California.



TERRELL LEE HOAGE

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TERRELL LEE HOAGE DATED

DECLARATION UNDER PENALTY OF PERJURY

I, TERRELL LEE HOAGE, do hereby certify under penalty of perjury that I have read the foregoing transcript of my deposition taken on October 28, 2014; that I have made such corrections as appear noted on the Deposition Errata Page, attached hereto, signed by me; that my testimony as contained herein, as corrected, is true and correct.

Dated on the _____ day of _____, 2014, at _____, California.

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TERRELL LEE HOAGE

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TERRELL LEE HOAGE DATED

STATE OF CALIFORNIA

COUNTY OF MARIN

I, NOEL CARTER DEGNAN, CSR 6921, a Certified Shorthand Reporter, do hereby certify:

That prior to being examined, the witness in the foregoing proceedings was by me duly sworn to testify to the truth, the whole truth, and nothing but the truth;

That said proceedings were taken before me at the time and place therein set forth and were taken down by me in shorthand and thereafter transcribed into typewriting under my direction and supervision;

I further certify that I am neither counsel for, nor related to, any party to said proceedings, nor in any way interested in the outcome thereof.

In witness whereof, I have hereunto subscribed my name.

Dated: October 29, 2014

NOEL CARTER DEGNAN

CSR No. 6921

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San Francisco, CA 94104

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415-362-4346

TO: TERRELL LEE HOAGE

C/O: Westerman, Hattori, Daniels & Adrian
Mr. George W. Lewis, Esquire
1250 Connecticut Avenue NW, Suite 700
Washington, D.C. 20036

RE: Serine-Cannonau Vineyard v. Viña Undurraga

DATE OF DEPOSITION: October 28, 2014

Dear Mr. Terrell Lee Hoage:

The original transcript of your deposition taken in the above matter is available at this office for your review. If it is more convenient, you may read your attorney's copy.

In the event you have not read, corrected and signed your deposition within the thirty (30) days of receipt of this letter, it may be used with the full force and effect as though it had been read, corrected and signed.

If you have any questions regarding this matter, please contact this office.

Sincerely,

U.S. LEGAL SUPPORT
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cc: ALL COUNSEL PRESENT
THE DEPONENT

Original: Original transcript

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8th 43:21 44:17 46:20 47:4 93:3,9

9

9 3:9 4:4 20:5,6 22:3,6,14 23:9,16,24 24:6,15,22,22 79:11
9/1/2005 11:7
9/14 11:7
90 64:5
92 55:24,25 56:11
92053854 1:9 6:11
93 55:22,22 56:11 63:5
94104 103:2
94903 1:20 2:5
95 63:10 64:6,8,10
98 3:5
9th 18:8,12 47:21

2423382

EXHIBIT 1
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

State of California

OFFICE OF THE SECRETARY OF STATE

SECRETARY OF STATE

I, *BILL JONES*, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.

THE GREAT SEAL OF THE STATE OF CALIFORNIA EUREKA

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

JUL 16 2002

Bill Jones

Secretary of State

2423382

ENDORSED - FILED
in the office of the Secretary of State
of the State of California

JUL 11 2002

BILL JONES, Secretary of State

ARTICLES OF INCORPORATION
OF
SÉRINE - CANNONAU VINEYARD, INC.

ARTICLE 1

The name of this corporation is:

SÉRINE - CANNONAU VINEYARD, INC.

ARTICLE 2

The purpose of the corporation is to engage in any lawful act or activity for which a corporation may be organized under the General Corporation Law of California other than the banking business, the trust company business, or the practice of a profession permitted to be incorporated by the California Corporations Code.

ARTICLE 3

This corporation's initial agent for service of process is:

Terrell L. Hoage
675 Dolores Lane
Templeton, CA. 93465

ARTICLE 4

The corporation is authorized to issue the following number of shares:

One Million (1,000,000) Shares

Dated: July 2, 2002

Terrell L. Hoage, Incorporator

I declare that I am the person who executed the above Articles of Incorporation, and that this instrument is my act and deed.

Terrell L. Hoage, Incorporator

OFFICE OF THE SECRETARY OF STATE

2423382

02-286856

State of California
Bill Jones
Secretary of State

EXHIBIT 2
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

STATEMENT BY DOMESTIC STOCK CORPORATION

Filing Fee $20.00 – If Amendment, See Instructions sg

IMPORTANT – Read Instructions Before Completing This Form

ENDORSED - FILED
In the office of the Secretary of State
of the State of California

SEP 30 2002

BILL JONES, Secretary of State

This Space For Filing Use Only

1. CORPORATE NAME: (Do not alter if name is preprinted)

DUE DATE: OCTOBER 11, 2002

SERINE - CANNONAU VINEYARD, INC.

79

2. STREET ADDRESS OF PRINCIPAL EXECUTIVE OFFICE		CITY AND STATE	ZIP CODE
870 Arbor Road,	Paso Robles,	California	93446
3. STREET ADDRESS OF PRINCIPAL BUSINESS OFFICE IN CALIFORNIA, IF ANY		CITY	ZIP CODE
(See above)			CA
4. MAILING ADDRESS		CITY AND STATE	ZIP CODE
(See above)			

LIST THE NAMES AND COMPLETE ADDRESSES OF THE FOLLOWING OFFICERS: (The corporation must have these three officers. The appropriate title for the officer may be added but do not alter or obliterate the form.)

CHIEF EXECUTIVE OFFICER/	ADDRESS	CITY AND STATE	ZIP CODE
Terrel L. Hoage	870 Arbor Road,	Paso Robles, California	93446
6. SECRETARY/	ADDRESS	CITY AND STATE	ZIP CODE
Jennifer L. Hoage	870 Arbor Road,	Paso Robles, California	93446
7. CHIEF FINANCIAL OFFICER/	ADDRESS	CITY AND STATE	ZIP CODE
Terrell L. Hoage	870 Arbor Road,	Paso Robles, California	93446

LIST THE NAMES AND COMPLETE ADDRESSES OF ALL DIRECTORS, INCLUDING DIRECTORS WHO ARE ALSO OFFICERS: (The corporation must have one or more directors.)

8. NAME	ADDRESS	CITY AND STATE	ZIP CODE
Terrell L. Hoage	870 Arbor Road,	Paso Robles, California	93446
9. NAME	ADDRESS	CITY AND STATE	ZIP CODE
Jennifer L. Hoage	870 Arbor Road,	Paso Robles, California	93446
10. NAME	ADDRESS	CITY AND STATE	ZIP CODE

11. NUMBER OF VACANCIES ON THE BOARD OF DIRECTORS, IF ANY: None

12. CHECK THE APPROPRIATE PROVISION BELOW AND NAME THE AGENT FOR SERVICE OF PROCESS:

[X] AN INDIVIDUAL RESIDING IN CALIFORNIA.
[ ] A CORPORATION WHICH HAS FILED A CERTIFICATE PURSUANT TO CALIFORNIA CORPORATIONS CODE SECTION 1505.

AGENT'S NAME: Terrell L. Hoage

13. ADDRESS OF THE AGENT FOR SERVICE OF PROCESS IN CALIFORNIA, IF AN INDIVIDUAL.		CITY	ZIP CODE
870 Arbor Road,	Paso Robles,	CA	93446

14. DESCRIBE THE TYPE OF BUSINESS OF THE CORPORATION
Agricultural (Growing grapes)

15. THIS STATEMENT IS TRUE, CORRECT AND COMPLETE.

TERRELL L. HOAGE		President	8/29/2002
TYPE OR PRINT NAME OF OFFICER OR AGENT	SIGNATURE	TITLE	DATE

SO-200 C (REV. 10/2001)

Approved by Secretary of State

File and Return Copies to:

Serine-Cannonau Vineyards, Inc.
Name

870 Arbor Rd
Mailing Address

Paso Robles CA 93446
City State Zip

Phone Number: 805-238-2083

Filed in County Clerk's Office
JULIE RODEWALD
San Luis Obispo County – Clerk/Recorder

9/14/2010
4:25 PM
AG

By: ASHLEY GIBSON
Deputy

Doc#: 20102257

Expiration Date: 9/14/2015

DocType: FBN
Pages: 1
Fees: $45.00

Check one: ☐ New Filing OR ☒ Renewal Filing – Only if renewed within 40 days of the Expiration date, without any changes

FICTITIOUS BUSINESS NAME STATEMENT

***** Transaction Business Date: 9/1/2005

THE FOLLOWING PERSON(S) IS/ARE DOING BUSINESS AS:

EXHIBIT 3
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

1.* Fictitious Business Names(s) – (Type or Print)
Terry Hoage Vineyards

2.** Street address of principal place of business:
870 Arbor Rd. Paso Robles, CA 93446

City State Zip County

3.*** Full Name of Registrant
Serine-Cannonau Vineyards, Inc.

Residence Address:
870 Arbor Rd

City, State, Zip
Paso Robles, CA 93446

If Corporation or LLC- Print State of Incorporation/Organization:
California

Full Name of Registrant

Residence Address

City, State, Zip

If Corporation or LLC- Print State of Incorporation/Organization

Full Name of Registrant

Residence Address

City, State, Zip

If Corporation or LLC- Print State of Incorporation/Organization

4.**** THIS BUSINESS IS CONDUCTED BY: (Check One)

- ☐ An Individual
- ☒ A Corporation
- ☐ Husband & Wife
- ☐ A Trust
- ☐ A General Partnership
- ☐ Copartners
- ☐ An unincorporated association other than a partnership
- ☐ Joint Venture
- ☐ A Limited Liability Company
- ☐ A Limited Partnership
- ☐ Limited Liability Partnership
- ☐ State or Local Registered Domestic Partnership

5A: "I declare that all the information in this statement is true and correct." (A registrant who declares as true information which he or she knows to be false is guilty of a crime)

Signature

Type or Print Name

5B: If Registrant is a Corporation, Corporate Officer, sign Below. If LLC, officer or manager sign below:

Corporation/LLC name: Serine-Cannonau Vineyards, Inc Signature & Title Pres./Sec.

Type or Print Corporate Officer name
If LLC print name and title of Officer or manager: Terrell L. Hoage, President

"I declare that all the information in this statement is true and correct." (A registrant who declares as true information which he /she knows to be false is guilty of a crime)

This statement was filed with the County Clerk of San Luis Obispo on the date indicated in the upper right corner of this statement.

CERTIFICATION
I HEREBY CERTIFY THAT THIS COPY IS A CORRECT COPY OF THE ORIGINAL STATEMENT ON FILE IN MY OFFICE
JULIE L. RODEWALD
COUNTY CLERK RECORDER

By: AGibson Deputy Clerk

THIS FICTITIOUS NAME STATEMENT EXPIRES 5 YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT OF ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14400 ET SEQ., BUSINESS AND PROFESSIONS CODE).

OMB No. 1513-0020 (11/30/2005)

[redacted] 04062-003-000003

1. REP. ID. NO. (If any) 8888

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

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required): BW-CA-6444

PART I - APPLICATION

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)
MATHEW JOSEPH AND AMIE TERESE GARRETSON
DBA HOAGE VINEYARDS
2323 TULEY COURT, SUITE 110
PASO ROBLES, CA 93446

3. SERIAL NUMBER (Required): YEAR 04 — HV01

4. TYPE OF PRODUCT (Required)
☒ WINE
☐ DISTILLED SPIRITS
☐ MALT BEVERAGE

5. BRAND NAME (Required): HOAGE VINEYARDS

6. FANCIFUL NAME (If any): THE HEDGE

7a. MAILING ADDRESS, IF DIFFERENT
Compli, LLC
840 11th Street, Suite 15
Paso Robles, CA 93446

8. EMAIL ADDRESS: rachel@compli-beverage.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))
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)
d. ☐ RESUBMISSION AFTER REJECTION TTB ID _____

11. NET CONTENTS: 750ML

12. ALCOHOL CONTENT: 16.5%

13. WINE APPELLATION (If on label): PASO ROBLES

14. WINE VINTAGE DATE (If on label): 2002

15. PHONE NUMBER: (805) 239-4502

16. FAX NUMBER: (805) 239-0152

18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., cape, colosseta, 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.

NETS CONTENTS BLOWN INTO GLASS

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: 2/27/04

20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT

21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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: MAR 04 2004

23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

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

01. THIS LABEL AFFIXED OVER THE CENTER SEAM

HOAGE VINEYARDS
2002 SYRAH PASO ROBLES
Hoage Vineyard is located on the western hills of Paso Robles. Yielding only 2 tons an acre, our Syrah produces beautiful deep inky juice, jammed with intensity. The wine was aged for 17 months in 100% new French oak under the tender care of winemaker Justin Smith. Terry Hoage, former University of Georgia #14, dedicated this first vintage to his alma mater and "The Hedge" where he faithfully played for Coach Vince Dooley. Goooooooo dawgs!

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.

CELLARED & BOTTLED BY HOAGE VINEYARDS
PASO ROBLES, CALIFORNIA
805.238.2083 805.238.2091 FAX
www.hoagevineyards.com
ALC. 16.5% BY VOL

FRONT

syrah 2002

BACK

EXHIBIT 4
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

Federal Express Corporation
Memphis, Tennessee

CHECK REMITTANCE COPY

CHECK ROUTING:	U.S. Mail	TYPE OF PAYMENT:	Cargo Claim
FEDEX CLAIM NO:	31922464	DATE OF CHECK:	12/29/2004
TRACKING NO:	695925454245	PAYEE:	Hoage Vineyards
SHIP DATE:	12/09/2004	RECIPIENT NAME:	Mary Alice Cochran
CHECK NO:	2242092	CUSTOMER REFERENCE:	
AMOUNT OF CHECK:	$100.00		
CLAIM AMOUNT:	$100.00		

EXPLANATION OF PAYMENT:
This check is in payment of the referenced claim. Payment of your claim is limited to $100 per package or the declared value, whichever is greater. You may declare a value up to $50,000 per package in most cases subject to certain limitations. See our Fedex Service Guide for details. There is an additional charge for declared values in excess of $100.

This check is in full and complete settlement of the claim referenced above. We have requested a refund or credit of the transportation charges.

FedEx regrets any inconvenience you might have experienced with this shipment, and we look forward to serving your express shipping needs.

Questions about this payment? Call 1-800-Go-FedEx (800-463-3339), ext. 395-2970.

Deposit SLB 1/11/05

EXHIBIT 5
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

FedEx Services
4632 East Hammond Lane
Phoenix, AZ 85034

FedEx.

I will get this set up ASAP
Al

To: Jen

Date: 11-1-04

Auto POD for ground State Requirement for FedEx
Be sure to check this before shipping wine.
It will print out an Auto Proof of Delivery sticker.
All Wine shippers are required to enter "$AW" in the Customer reference field. Ground shippers also must click Special Services "Auto P.O.D."

Pages: 10

This fax is from Al Farr, Sales Rep.

Fax # 480-303-8260

Phone #: 1-800-448-9961 x 9943

→ Note!
→ Jen, to get labels, set up account for wine shipping I really don't see this happening by tomorrow, to be safe I'd say 5 days at the least.
Al.

NOTE: When returning information please add. Att. Al Farr

SMILE AND HAVE A WONDERFUL DAY:

Al Farr

Multiple Op-Company Solutions
- FedEx Custom Critical
- FedEx Express
- FedEx Freight
- FedEx Ground
- FedEx Home Delivery
- FedEx International
- FedEx Supply Chain

Al Farr
Inside Sales Rep
Inside Sales

FedEx.

FedEx Services
4632 East Hammond Lane
Phoenix, AZ 85034 4445
Telephone 800 448 9961 Ext. 8543
Voice Mail 800.448.9961
Mailbox 9943
Email amfarr@fedex.com

For information go to FedEx.com or call us:

USA Customer Service	800.Go FedEx
International Customer Service	800.247.4747
Customer Account Services (Billing)	800.622.1147
FedEx Freight Service	800.332.0807
Tech Support:	
FedEx Ship	800.370.0530
FedEx InterNetShip	800.257.0103
FedEx PowerShip	800.354.2323

Hoage Vineyards
870 Arbor Rd
Paso Robles, CA 93446

Invoice

Date	Invoice #
11/8/2004	51

Bill To

J and L Wines
[redacted]

Ship To

J and L Wines
[redacted]

Ship
11/8/2004

Quantity	Item	Price Each	Amount
85.5	[redacted]	22.50	1,923.75
		0.00%	0.00

Total	$1,923.75
Payments/Credits	$0.00
Balance Due	$1,923.75

Phone #	Fax #	E-mail
805-238-2083	805-238-2091	jennifer@hoagevineyards.c...

FOR [redacted]

OMB No. 1513-0020 (11/30/2006)

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL

(See Instructions and Paperwork Reduction Act Notice on Back)

1. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO (Required): BW-CA-8444

2. SERIAL NUMBER (Required): YEAR 04-HV02

3. TYPE OF PRODUCT (Required): ☒ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE

4. BRAND NAME (Required): HOAGE VINEYARDS

5. FANCIFUL NAME (If any): THE HEDGE

6. EMAIL ADDRESS: rachel@compli-beverage.com

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)
MATHEW JOSEPH AND AMIE TERESE GARRETSON
DBA HOAGE VINEYARDS
2323 TULEY COURT, SUITE 110
PASO ROBLES, CA 93446

7a. MAILING ADDRESS, IF DIFFERENT
Compli, LLC
840 11th Street, Suite 15
Paso Robles, CA 93446

8. FORMULA/SOP NO. (If any)

9. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)

10. TYPE OF APPLICATION (Check applicable box(es))
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)
d. ☐ RESUBMISSION AFTER REJECTION TTB ID _____

11. NET CONTENTS: 750ML

12. ALCOHOL CONTENT: 16.5%

13. WINE APPELLATION (If an issue): PASO ROBLES

14. WINE VINTAGE DATE (If an issue): 2002

15. PHONE NUMBER: (805 239-4502

16. FAX NUMBER: (805 239-0152

18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., neck, strip, sleeve, back, etc.) OTHER THAN THE LABELS AFFIXED BELOW, OR (b) BLOWN, BRANDED OR EMBOSSED ON THE CONTAINER (e.g., bail portions, 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.

NETS CONTENTS BLOWN INTO GLASS

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 those 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: 3/4/04

20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: [signature]

21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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: MAR 15 2004

23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU: [signature]

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW (See General Instructions 4, 9 and 7)

TTB F 5100.31 (7-2003) PREVIOUS EDITION IS OBSOLETE

TH

EXHIBIT 6
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

OMB No. 1513-0020 (11/30/2008)

06067-003-000040

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL
(See instructions and Paperwork Reduction Act Notice on Back)

1. REP. ID. NO. *(If any)* [redacted]

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)* BWN-CA-15141

PART I - APPLICATION

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)*
SERINE-CANNONAU VINEYARD, INC.
DBA TERRY HOAGE VINEYARDS
870 ARBOR ROAD
PASO ROBLES, CA 93446

3. SERIAL NUMBER *(Required)* — YEAR: 06 — TH03

4. TYPE OF PRODUCT *(Required)*
☑ WINE
☐ DISTILLED SPIRITS
☐ MALT BEVERAGES

5. BRAND NAME *(Required)*
TH

6. FANCIFUL NAME *(If any)*
THE 46

7a. MAILING ADDRESS, IF DIFFERENT
COMPLI
530 10TH STREET
PASO ROBLES, CA 93446

8. EMAIL ADDRESS
rachel@compli-beverage.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))*
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)*
d. ☐ RESUBMISSION AFTER REJECTION TTB ID_____

11. NET CONTENTS: 750ml

12. ALCOHOL CONTENT: 14.8%

13. WINE APPELLATION *(If on label)*: PASO ROBLES

14. WINE VINTAGE DATE *(If on label)*: 2004

15. PHONE NUMBER: (805) 239-4502

16. FAX NUMBER: (805) 239-0152

18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, closures, 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 GLASS

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: 03/06/06

20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: RDumas

21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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: MAR 16 2006

23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

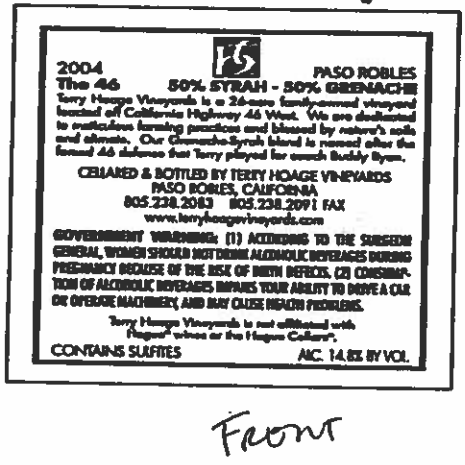
FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE *(If any)*

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

[illegible] LABEL SHOWN APPEARS [illegible] THE CERTIFICATE.



FRONT

BACK

TTB F 5100.31 (5/2005)

EXHIBIT 7
WIT: Hoage
DATE: 10-28-11
NOEL DEGNAN, CSR 6921

OMB No. 1513-0020 (11/30/2005)

TTB ID 06062-003-000050

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

(See Instructions and Paperwork Reduction Act Notice on Back)

1. REP. ID. NO. *(If any)* — CT 90 OR 0

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)* BWN-CA-15141

PART I - APPLICATION

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)*

SERINE-CANNONAU VINEYARD, INC.
DBA TERRY HOAGE VINEYARDS
870 ARBOR ROAD
PASO ROBLES, CA 93446

3. SERIAL NUMBER *(Required)* — YEAR 06 - TH01

4. TYPE OF PRODUCT *(Required)*
- [x] WINE
- [ ] DISTILLED SPIRITS
- [ ] MALT BEVERAGES

5. BRAND NAME *(Required)* TH

6. FANCIFUL NAME *(If any)* THE HEDGE

7a. MAILING ADDRESS, IF DIFFERENT
COMPLI
530 10TH STREET
PASO ROBLES, CA 93446

8. EMAIL ADDRESS rachel@compli-beverage.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))*
- a. [x] 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)*
- d [ ] RESUBMISSION AFTER REJECTION TTB ID_____

11. NET CONTENTS 750ml

12. ALCOHOL CONTENT 15.8%

13. WINE APPELLATION *(If on label)* PASO ROBLES

14. WINE VINTAGE DATE *(If on label)* 2004

15. PHONE NUMBER (805) 239-4502

16. FAX NUMBER (805) 239-0152

18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 GLASS

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 03/01/06

20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT R Dumas

21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT Rachel Dumas, Compliance Agent

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 MAR 09 2006

23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU J. McNeil

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE *(If any)*

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

01. THIS LABEL MUST APPEAR ON THE FRONT OF THE CONTAINER.

TTB ID: 06062-003-000051

OMB No. 1513-0020 (11/30/2005)

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

(See Instructions and Paperwork Reduction Act Notice on Back)

1. REP. ID. NO. *(If any)*

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)* BWN-CA-15141

PART I - APPLICATION

3. SERIAL NUMBER *(Required)*: YEAR 06 - THO2

4. TYPE OF PRODUCT *(Required)*
- [x] WINE
- [ ] DISTILLED SPIRITS
- [ ] MALT BEVERAGES

5. BRAND NAME *(Required)*: TH

6. FANCIFUL NAME *(If any)*: THE 46

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)*

SERINE-CANNONAU VINEYARD, INC.
DBA TERRY HOAGE VINEYARDS
870 ARBOR ROAD
PASO ROBLES, CA 93446

7a. MAILING ADDRESS, IF DIFFERENT

COMPLI
530 10TH STREET
PASO ROBLES, CA 93446

8. EMAIL ADDRESS: rachel@compli-beverage.com

9. FORMULA/SOP NO. *(If any)*

10. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*

11. NET CONTENTS: 750ml

12. ALCOHOL CONTENT: 14.8%

13. WINE APPELLATION *(If on label)*: PASO ROBLES

14. WINE VINTAGE DATE *(If on label)*: 2004

15. PHONE NUMBER: (805) 239-4502

16. FAX NUMBER: (805) 239-0152

17. TYPE OF APPLICATION *(Check applicable box(es))*
- a. [x] 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)*
- d. [ ] RESUBMISSION AFTER REJECTION TTB ID_____

18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celosseis, 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 GLASS

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: 03/01/06

20. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: RDumas

21. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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: MAR 09 2006

23. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

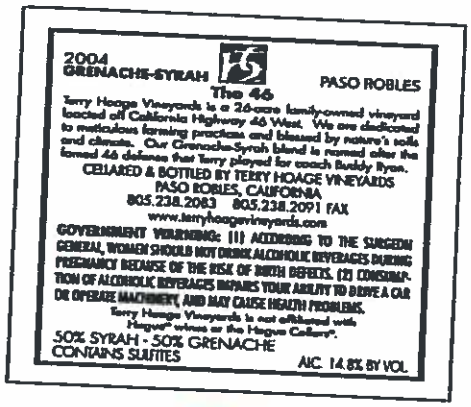
QUALIFICATIONS

FOR TTB USE ONLY

EXPIRATION DATE *(If any)*

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

BACK



FRONT

TTB F 5100.31 (5/2005)

MTM 3/9

FOR TTB USE ONLY

TTB ID 06313-003-000057

OMB No. 1513-0020 (01/31/2009)

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

(See Instructions and Paperwork Reduction Act Notice Below)

PART I - APPLICATION

1. REP. ID. NO. *(If any)*
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: CA-W-15171
3. SOURCE OF PRODUCT *(Required)*: [X] Domestic [ ] Imported
4. SERIAL NUMBER *(Required)*: 06-THO4
5. TYPE OF PRODUCT *(Required)*: [X] WINE [ ] DISTILLED SPIRITS [ ] MALT BEVERAGES
6. BRAND NAME *(Required)*: Terry Hoage Vineyards
7. FANCIFUL NAME *(If any)*: The 46
8. 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)*:
   SERINE-CANNONAU VINEYARD, INC.
   DBA HOAGE VINEYARD
   870 ARBOR ROAD
   PASO ROBLES, CA 93446
8a. MAILING ADDRESS, IF DIFFERENT:
   Compli
   530 10th St
   Paso Robles CA 93446
9. EMAIL ADDRESS: rachel@cumpli-beverage.com
10. FORMULA/SOP NO. *(If any)*:
11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:
12. NET CONTENTS: 750ml
13. ALCOHOL CONTENT: 15.2%
14. WINE APPELLATION *(If on label)*: Paso Robles
15. WINE VINTAGE DATE *(If on label)*: 2005
16. PHONE NUMBER: (805)239-4502
17. FAX NUMBER: (805)239-0152
18. TYPE OF APPLICATION *(Check applicable box(es))*
    a. [X] 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)*
    d. [ ] RESUBMISSION AFTER REJECTION TTB ID_____
19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 glass.

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.

20. DATE OF APPLICATION: 11/07/06
21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: R Dumas
22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas Rey, Compliance Agent

PART III - TTB CERTIFICATE

11/07/06 This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

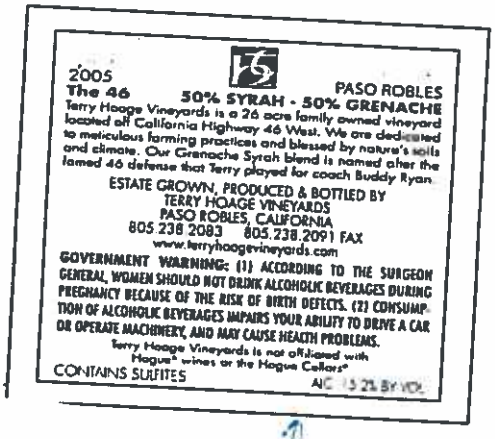
23. DATE ISSUED: NOV 2 8 2006
24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

QUALIFICATIONS

FOR TTB USE ONLY

EXPIRATION DATE *(If any)*

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



01. THIS LABEL MUST APPEAR ON THE FRONT OF THE CONTAINER.

TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

https://www.ttbonline.gov/AIED/publicViewIm...

OMB No. 1513-0020 (01/31/2009)

TTB ID 06313-003-000058

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

(See Instructions and Paperwork Reduction Act Notice Below)

CT 48 DS 01

PART I - APPLICATION

1. REP. ID. NO. *(If any)*

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: CA-W-15171

3. SOURCE OF PRODUCT *(Required)*: ☒ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*: YEAR 06 - TH03

5. TYPE OF PRODUCT *(Required)*: ☒ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME *(Required)*: Terry Hoage Vineyards

7. FANCIFUL NAME *(If any)*: No 34

8. 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)*:
SERINE-CANNONAU VINEYARD, INC.
DBA HOAGE VINEYARD
870 ARBOR ROAD
PASO ROBLES, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT:
Compli
530 10th St
Paso Robles CA 93446

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO. *(If any)*:

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

12. NET CONTENTS: 750ml

13. ALCOHOL CONTENT: 15.4%

14. WINE APPELLATION *(If on label)*: Paso Robles

15. WINE VINTAGE DATE *(If on label)*: 2005

16. PHONE NUMBER: (805)239-4502

17. FAX NUMBER: (805)239-0152

18. TYPE OF APPLICATION *(Check applicable box(es))*
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)*
d. ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 glass.

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.

20. DATE OF APPLICATION: 11/07/06

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: R Dumas

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas Rey, Compliance Agent

PART III - TTB CERTIFICATE

11/07/06 This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

23. DATE ISSUED: NOV 2 8 2006

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU: Victoria Spaeth

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE *(If any)*

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

01. THIS LABEL MUST BE AFFIXED ON THE FRONT OF THE CONTAINER.

TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

FOR TTB USE ONLY

OMB No. 1513-0020 (01/31/2009)

TTB ID 06313-003-000059

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

(See Instructions and Paperwork Reduction Act Notice Below)

1. REP. ID. NO. *(If any)*

CT 78 OR 01

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*
CA-W-15171

3. SOURCE OF PRODUCT *(Required)*
☒ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*
YEAR 06 - TH06

5. TYPE OF PRODUCT *(Required)*
☒ WINE
☐ DISTILLED SPIRITS
☐ MALT BEVERAGES

6. BRAND NAME *(Required)*
Terry Hoage Vineyards

7. FANCIFUL NAME *(If any)*
The Pick

8. 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)*
SERENE-CANNONAU VINEYARD, INC.
DBA HOAGE VINEYARD
870 ARBOR ROAD
PASO ROBLES, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT
Compli
530 10th St
Paso Robles CA 93446

9. EMAIL ADDRESS
rachel@compli-beverage.com

10. FORMULA/SOP NO. *(If any)*

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*

12. NET CONTENTS
750ml

13. ALCOHOL CONTENT
14.8%

14. WINE APPELLATION *(If on label)*

15. WINE VINTAGE DATE *(If on label)*
2005

16. PHONE NUMBER
(805)239-4502

17. FAX NUMBER
(805)239-0152

18. TYPE OF APPLICATION *(Check applicable box(es))*
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)*
d. ☐ RESUBMISSION AFTER REJECTION TTB ID _____

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 glass.

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.

20. DATE OF APPLICATION
11/07/06

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT
R. Dumas

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
Rachel Dumas Rey, Compliance Agent

PART III - TTB CERTIFICATE

11/07/06 This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

23. DATE ISSUED
NOV 2 8 2006

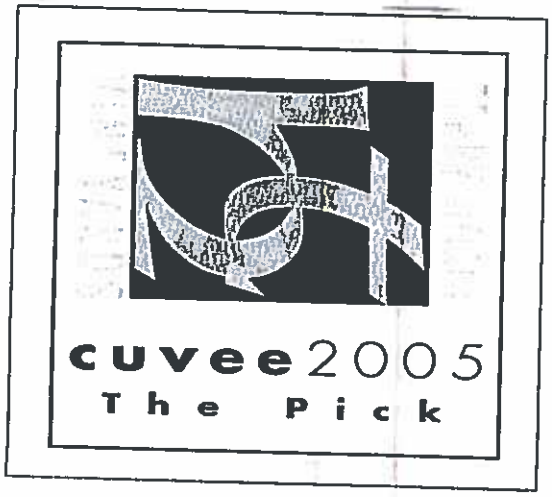
24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
Steve Spaeder

FOR TTB USE ONLY

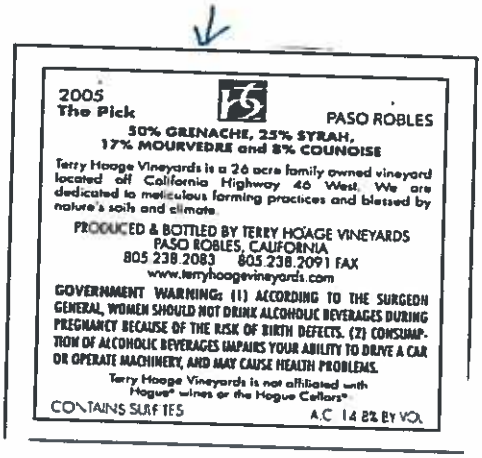
QUALIFICATIONS

EXPIRATION DATE (If any)

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



01. THIS LABEL MUST APPEAR ON THE FRONT OF THE CONTAINER.



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

TTB ID 06313-003-000060

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

(See Instructions and Paperwork Reduction Act Notice Below)

PART I - APPLICATION

1. REP. ID. NO. *(If any)*

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: CA-W-15171

3. SOURCE OF PRODUCT *(Required)*: ☒ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*: YEAR 06 - TH05

5. TYPE OF PRODUCT *(Required)*: ☒ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME *(Required)*: Terry Hoage Vineyards

7. FANCIFUL NAME *(If any)*: The Hedge

8. 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)*:
SERINE-CANNONAU VINEYARD, INC.
DBA HOAGE VINEYARD
870 ARBOR ROAD
PASO ROBLES, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT:
Compli
530 10th St
Paso Robles CA 93446

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO. *(If any)*:

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

12. NET CONTENTS: 750ml

13. ALCOHOL CONTENT: 15.8%

14. WINE APPELLATION *(If on label)*:

15. WINE VINTAGE DATE *(If on label)*: 2005

16. PHONE NUMBER: (805)239-4502

17. FAX NUMBER: (805)239-0152

18. TYPE OF APPLICATION *(Check applicable box(es))*
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)*
d. ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 glass.

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.

20. DATE OF APPLICATION: 11/07/06

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: RD Dumas

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas Rey, Compliance Agent

PART III - TTB CERTIFICATE

11/07/06 This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

23. DATE ISSUED: NOV 28 2006

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

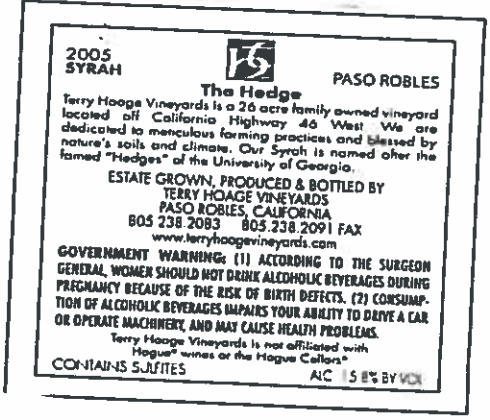
FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE *(If any)*:

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

01. THIS LABEL MUST APPEAR ON THE FRONT OF THE CONTAINER.



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY

TTB ID 06348-003-000034

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

(See Instructions and Paperwork Reduction Act Notice Below)

1. REP. ID. NO. *(If any)*

CT YR OR

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: Bwn-CA-15141

3. SOURCE OF PRODUCT *(Required)*: [X] Domestic [ ] Imported

4. SERIAL NUMBER *(Required)*: YEAR 06 - TH07

5. TYPE OF PRODUCT *(Required)*: [X] WINE [ ] DISTILLED SPIRITS [ ] MALT BEVERAGES

6. BRAND NAME *(Required)*: TH

7. FANCIFUL NAME *(If any)*: Bam Bam

PART I - APPLICATION

8. 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)*

SERINE-CANNONAU VINEYARD, INC.
DBA TERRY HOAGE VINEYARD
870 ARBOR ROAD
PASO ROBLES, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT

Compli
530 10th St
Paso Robles CA 93446

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO. *(If any)*:

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

18. TYPE OF APPLICATION *(Check applicable box(es))*
- a. [X] 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)*
- d. [ ] RESUBMISSION AFTER REJECTION TTB ID_____

12. NET CONTENTS: 750ml

13. ALCOHOL CONTENT: 14.4%

14. WINE APPELLATION *(If on label)*: Paso Robles

15. WINE VINTAGE DATE *(If on label)*: 2006

16. PHONE NUMBER: (805)239-4502

17. FAX NUMBER: (805)239-0152

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 glass.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
12/12/06	RDumas	Rachel Dumas, Attorney-In-Fact

PART III - TTB CERTIFICATE

12/12/06 This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
JAN 06 2007	Nicole C Brecknardt

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE *(If any)*:

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

TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

EXHIBIT 8
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

OMB No. 1513-0020 (01/31/2009)

TTB ID 08129-003-000035

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

(See Instructions and Paperwork Reduction Act Notice Below)

1. REP. ID NO. *(If any)*: CT [illegible] OR [illegible]

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: BWN-CA-15141

3. SOURCE OF PRODUCT *(Required)*: ☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*: YEAR 0 8 - T H V 8

5. TYPE OF PRODUCT *(Required)*: ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME *(Required)*: TERRY HOAGE VINEYARDS

7. FANCIFUL NAME *(If any)*: 5 BLOCKS

8. 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)*

SERINE-CANNONAU VINEYARDS
DBA TERRY HOAGE VINEYARDS
870 ARBOR ROAD
PASO ROBLES, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT

COMPLI
P.O. BOX 3617
PASO ROBLES, CA 93447

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO. *(If any)*:

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

12. NET CONTENTS: 750ML

13. ALCOHOL CONTENT: 15.5%

14. WINE APPELLATION *(If on label)*: PASO ROBLES

15. WINE VINTAGE DATE *(If on label)*: 2006

16. PHONE NUMBER: 805-239-4502

17. FAX NUMBER: 805-239-0152

18. TYPE OF APPLICATION *(Check applicable box(es))*
- 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)*
- d ☑ RESUBMISSION AFTER REJECTION TTB ID 08086-003-000034

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 CONTAINER

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.

20. DATE OF APPLICATION: 05/06/2008

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: R Dumas

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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.

23. DATE ISSUED: MAY 2 1 2008

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU: [signature]

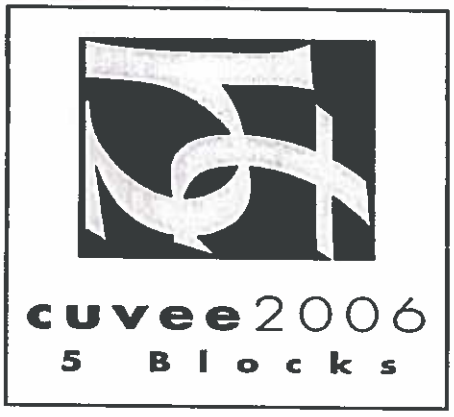
FOR TTB USE ONLY

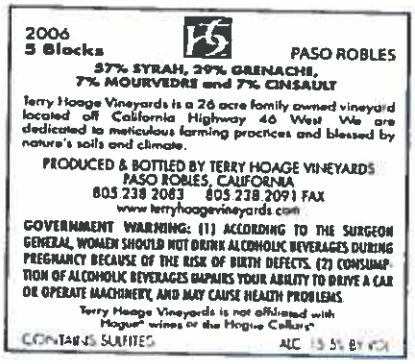
QUALIFICATIONS

01. THIS LABEL MUST APPEAR ON THE FRONT OF THE CONTAINER.

EXPIRATION DATE *(If any)*:

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





TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

EXHIBIT 9
WIT: Hoage
DATE: 10-28-11
NOEL DEGNAN, CSR 6921

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY

TTB ID

08028-003-000115

1. REP. ID NO. (If any) | OR 01

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

(See Instructions and Paperwork Reduction Act Notice Below)

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required): BWN-CA-15141

3. SOURCE OF PRODUCT (Required): ☑ Domestic ☐ Imported

4. SERIAL NUMBER (Required): YEAR 08 - THO3

5. TYPE OF PRODUCT (Required): ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME (Required): Terry Hoage Vineyards

7. FANCIFUL NAME (If any): HANGTIME

8. 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):

Serine-Cannonau Vineyards
dba Terry Hoage
870 Arbor Road
Paso Robles, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT:

COMPLI
P.O. BOX 3617
PASO ROBLES, CA 93447

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO. (If any):

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any):

18. TYPE OF APPLICATION (Check applicable box(es))
- 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)
- d. ☐ RESUBMISSION AFTER REJECTION TTB ID_____

12. NET CONTENTS: 750ML

13. ALCOHOL CONTENT: 13.5%

14. WINE APPELLATION (If on label): PASO ROBLES

15. WINE VINTAGE DATE (If on label): 2007

16. PHONE NUMBER: 805-239-4502

17. FAX NUMBER: 805-239-0152

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, coloseals, 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 GLASS

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
01/23/2008	R Dumas	Rachel Dumas, Compliance Agent

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

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
JAN 31 2008	Peter Sisseley

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

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

Back

Front

2007
Hangtime
PASO ROBLES
PICPOUL BLANC

Terry Hoage Vineyards is a 76 acre family owned vineyard located off California Highway 46 West. We are dedicated to meticulous farming practices and blessed by nature's soils and climate.

ESTATE GROWN, PRODUCED & BOTTLED BY
TERRY HOAGE VINEYARDS
PASO ROBLES, CALIFORNIA
805.238.2083 805.238.2091 FAX
www.terryhoagevineyards.com

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.

Terry Hoage Vineyards is not affiliated with Hogue® wines or the Hogue Cellars®

CONTAINS SULFITES ALC. 13.5% BY VOL.

TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY

TTB ID 08028-003-000116

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

(See Instructions and Paperwork Reduction Act Notice Below)

1. REP. ID NO. *(If any)* — OR 01

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO *(Required)*: BWn-CA-15141

3. SOURCE OF PRODUCT *(Required)*: ☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*: YEAR 08 - THO1

5. TYPE OF PRODUCT *(Required)*: ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

PART I - APPLICATION

8. 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)*:
Serine-Cannonau Vineyards
dba Terry Hoage
870 Arbor Road
Paso Robles, CA 93446

6. BRAND NAME *(Required)*: Terry Hoage Vineyards

7. FANCIFUL NAME *(If any)*: The Gap

8a. MAILING ADDRESS, IF DIFFERENT:
COMPLI
P.O. BOX 3617
PASO ROBLES, CA 93447

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO *(If any)*:

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

8. TYPE OF APPLICATION *(Check applicable box(es))*
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)*
d. ☐ RESUBMISSION AFTER REJECTION TTB ID_____

12. NET CONTENTS: 750ML

13. ALCOHOL CONTENT: 14.1%

14. WINE APPELLATION *(If on label)*: PASO ROBLES

15. WINE VINTAGE DATE *(If on label)*: 2007

16. PHONE NUMBER: 805-239-4502

17. FAX NUMBER: 805-239-0152

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 GLASS

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.

20. DATE OF APPLICATION: 01/23/2008

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: R Dumas

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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.

23. DATE ISSUED: JAN 31 2008

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

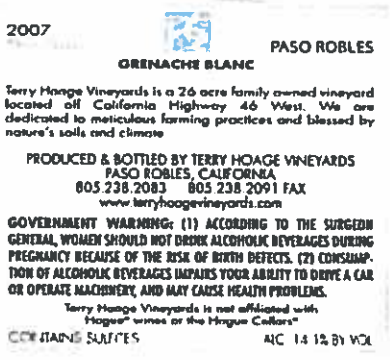
QUALIFICATIONS

EXPIRATION DATE *(If any)*:

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

Back

Front



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

TTB ID 08028-003-000117

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

(See Instructions and Paperwork Reduction Act Notice Below)

1. REP. ID. NO. *(If any)* — CT 80 OR 01

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO *(Required)*: BWN-CA-15141

3. SOURCE OF PRODUCT *(Required)*: ☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*: 08-THO5

5. TYPE OF PRODUCT *(Required)*: ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME *(Required)*: Terry Hoage Vineyards

7. FANCIFUL NAME *(If any)*: BAM BAM

8. 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)*:
Serine-Cannonau Vineyards
dba Terry Hoage
870 Arbor Road
Paso Robles, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT:
COMPLI
P.O. BOX 3617
PASO ROBLES, CA 93447

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO. *(If any)*:

11. LAB. NO. & DATE/PRE-IMPORT NO & DATE *(If any)*:

12. NET CONTENTS: 750ML

13. ALCOHOL CONTENT: 14.0%

14. WINE APPELLATION *(If on label)*: PASO ROBLES

15. WINE VINTAGE DATE *(If on label)*: 2007

16. PHONE NUMBER: 805-239-4502

17. FAX NUMBER: 805-239-0152

18. TYPE OF APPLICATION *(Check applicable box(es))*
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)*
d. ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, colasseals, 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 GLASS

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

20. DATE OF APPLICATION: 01/23/2008

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: R Dumas

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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.

23. DATE ISSUED: JAN 31 2008

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

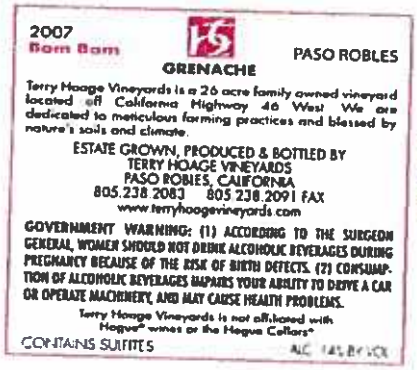
QUALIFICATIONS

EXPIRATION DATE *(If any)*

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

Back

Front



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

TTB ID 08028-003-000118

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

(See Instructions and Paperwork Reduction Act Notice Below)

1. REP. ID. NO. *(If any)*: CT 86 OR 01

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: BWN-CA-15141

3. SOURCE OF PRODUCT *(Required)*: ☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*: 08-THO6

5. TYPE OF PRODUCT *(Required)*: ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME *(Required)*: Terry Hoage Vineyards

7. FANCIFUL NAME *(If any)*: THE PICK

8. 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)*:
Serine-Cannonau Vineyards
dba Terry Hoage
870 Arbor Road
Paso Robles, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT:
COMPLI
P.O. BOX 3617
PASO ROBLES, CA 93447

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO. *(If any)*:

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

16. TYPE OF APPLICATION *(Check applicable box(es))*
- 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)*
- d ☐ RESUBMISSION AFTER REJECTION TTB ID_____

12. NET CONTENTS: 750ML

13. ALCOHOL CONTENT: 15.3%

14. WINE APPELLATION *(If on label)*: PASO ROBLES

15. WINE VINTAGE DATE *(If on label)*: 2006

16. PHONE NUMBER: 805-239-4502

17. FAX NUMBER: 805-239-0152

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, caissaals, 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 GLASS

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.

20. DATE OF APPLICATION: 01/23/2008

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: RDumas

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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.

23. DATE ISSUED: JAN 3 1 2008

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE *(If any)*:

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

Back

Front

2006
The Pick
PASO ROBLES
55% GRENACHE, 28% SYRAH,
11% MOURVEDRE and 6% COUNOISE

Terry Hoage Vineyards is a 26 acre family owned vineyard located off California Highway 46 West. We are dedicated to meticulous farming practices and blessed by nature's soils and climate.

PRODUCED & BOTTLED BY TERRY HOAGE VINEYARDS
PASO ROBLES, CALIFORNIA
805.238.2083 805.238.2091 FAX
www.terryhoagevineyards.com

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.

Terry Hoage Vineyards is not affiliated with Hogue® wines or the Hogue Cellars®

CONTAINS SULFITES ALC. 15.3% BY VOL.

TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

TTB ID 08028-003-000119

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

(See Instructions and Paperwork Reduction Act Notice Below)

1. REP. ID NO. *(If any)* — CT 88 OR 1

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: BWn-CA-15141

3. SOURCE OF PRODUCT *(Required)*: ☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*: YEAR 0 8 - T H 0 2

5. TYPE OF PRODUCT *(Required)*: ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME *(Required)*: Terry Hoage Vineyards

7. FANCIFUL NAME *(If any)*: 5 BLOCKS

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO *(If any)*:

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

12. NET CONTENTS: 750ML

13. ALCOHOL CONTENT: 15.5%

14. WINE APPELLATION *(If on label)*: PASO ROBLES

15. WINE VINTAGE DATE *(If on label)*: 2006

16. PHONE NUMBER: 805-239-4502

17. FAX NUMBER: 805-239-0152

PART I - APPLICATION

8. 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)*

Serine-Cannonau Vineyards
dba Terry Hoage
870 Arbor Road
Paso Robles, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT

COMPLI
P.O. BOX 3617
PASO ROBLES, CA 93447

18. TYPE OF APPLICATION *(Check applicable box(es))*

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)*
d. ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 GLASS

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.

20. DATE OF APPLICATION: 01/23/2008

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: R Dumas

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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.

23. DATE ISSUED: JAN 31 2008

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU: Alice Tinsley

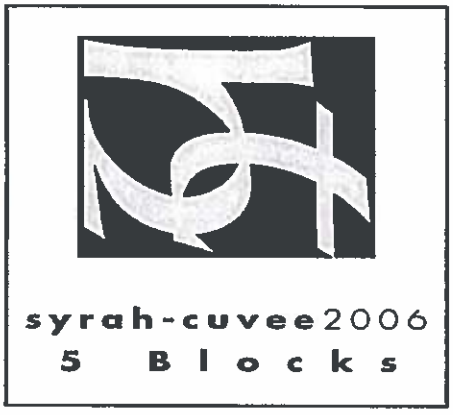
FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE *(If any)*:

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

Back



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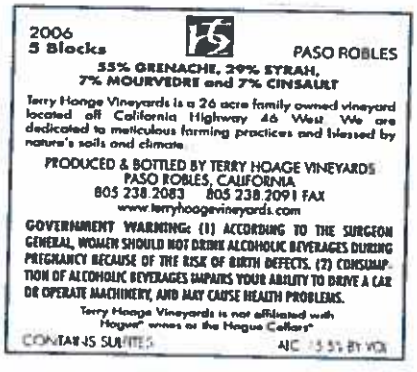


TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

TTB ID 08028-003-000120

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

(See Instructions and Paperwork Reduction Act Notice Below)

1 REP. ID NO. *(If any)*: CT 88 OR 01

2 PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: BWN-CA-15141

3 SOURCE OF PRODUCT *(Required)*: ☑ Domestic ☐ Imported

4 SERIAL NUMBER *(Required)*: YEAR 08 - THO09

5 TYPE OF PRODUCT *(Required)*: ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6 BRAND NAME *(Required)*: Terry Hoage Vineyards

7 FANCIFUL NAME *(If any)*: THE HEDGE

8 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)*

Serine-Cannonau Vineyards
dba Terry Hoage
870 Arbor Road
Paso Robles, CA 93446

8a MAILING ADDRESS, IF DIFFERENT

COMPLI
P.O. BOX 3617
PASO ROBLES, CA 93447

9 EMAIL ADDRESS: rachel@compli-beverage.com

10 FORMULA/SOP NO. *(If any)*:

11 LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

12 NET CONTENTS: 750ML

13 ALCOHOL CONTENT: 15.5%

14 WINE APPELLATION *(If on label)*: PASO ROBLES

15 WINE VINTAGE DATE *(If on label)*: 2006

16 PHONE NUMBER: 805-239-4502

17 FAX NUMBER: 805-239-0152

18 TYPE OF APPLICATION *(Check applicable box(es))*
- 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)*
- d. ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, closures, 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 GLASS

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.

20 DATE OF APPLICATION: 01/23/2008

21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: R Dumas

22 PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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.

23 DATE ISSUED: JAN 31 2008

24 AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

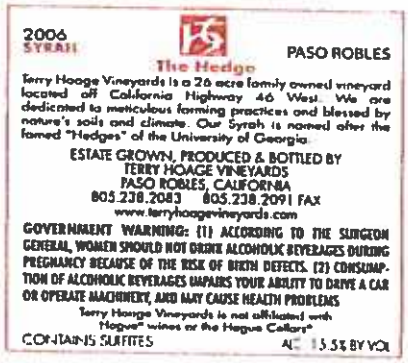
QUALIFICATIONS

EXPIRATION DATE *(If any)*:

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

Back

Front



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

FOR TTB USE ONLY

OMB No. 1513-0020 (01/31/2009)

TTB ID 08028-003-000121

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

(See Instructions and Paperwork Reduction Act Notice Below)

PART I - APPLICATION

1. REP. ID. NO. *(If any)*: CT 84 OR 01

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: BWN-CA-15141

3. SOURCE OF PRODUCT *(Required)*: ☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*: YEAR 08 - TH08

5. TYPE OF PRODUCT *(Required)*: ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME *(Required)*: Terry Hoage Vineyards

7. FANCIFUL NAME *(If any)*: THE 46

8. 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)*:

Serine-Cannonau Vineyards
dba Terry Hoage
870 Arbor Road
Paso Robles, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT:

COMPLI
P.O. BOX 3617
PASO ROBLES, CA 93447

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO *(If any)*:

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

12. NET CONTENTS: 750ML

13. ALCOHOL CONTENT: 15.4%

14. WINE APPELLATION *(If on label)*: PASO ROBLES

15. WINE VINTAGE DATE *(If on label)*: 2006

16. PHONE NUMBER: 805-239-4502

17. FAX NUMBER: 805-239-0152

18. TYPE OF APPLICATION *(Check applicable box(es))*:
- 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)*
- d ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, colaseals, 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 GLASS

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.

20. DATE OF APPLICATION: 01/23/2008

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: RDumas

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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.

23. DATE ISSUED: JAN 31 2008

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU: Steve Goosby JAN 31 2008 Steve Goosby

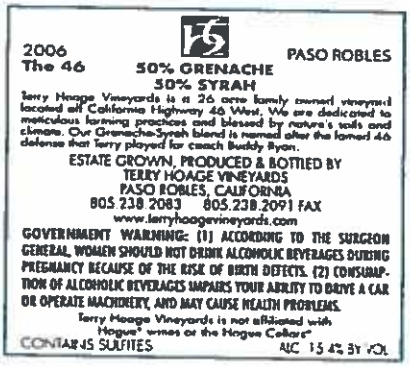
FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE *(If any)*:

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

Back



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

FOR TTB USE ONLY

OMB No. 1513-0020 (01/31/2009)

TTB ID 08028-003-000122

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

(See Instructions and Paperwork Reduction Act Notice Below)

PART I - APPLICATION

1. REP. ID. NO. *(If any)*: CT 88 OR 01

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO *(Required)*: BWN-CA-15141

3. SOURCE OF PRODUCT *(Required)*: ☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*: 08-THO7

5. TYPE OF PRODUCT *(Required)*: ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME *(Required)*: Terry Hoage Vineyards

7. FANCIFUL NAME *(If any)*: SKINS

8. 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)*:
Serine-Cannonau Vineyards
dba Terry Hoage
870 Arbor Road
Paso Robles, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT:
COMPLI
P.O. BOX 3617
PASO ROBLES, CA 93447

9. EMAIL ADDRESS: rachel@compli-beverage.com

10. FORMULA/SOP NO. *(If any)*:

11. LAB NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

12. NET CONTENTS: 750ML

13. ALCOHOL CONTENT: 15.6%

14. WINE APPELLATION *(If on label)*: PASO ROBLES

15. WINE VINTAGE DATE *(If on label)*: 2006

16. PHONE NUMBER: 805-239-4502

17. FAX NUMBER: 805-239-0152

18. TYPE OF APPLICATION *(Check applicable box(es))*
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)*
d. ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 GLASS

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.

20. DATE OF APPLICATION: 01/23/2008

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: R Dumas

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Rachel Dumas, Compliance Agent

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.

23. DATE ISSUED: JAN 31 2008

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

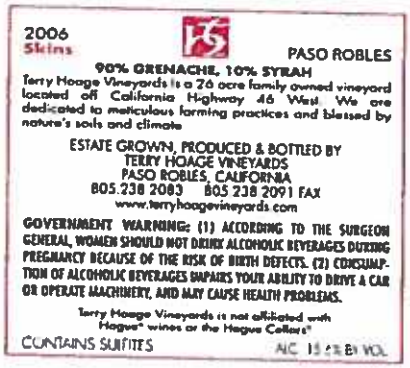
QUALIFICATIONS

EXPIRATION DATE *(If any)*:

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

Back

Front



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/200

FOR TTB USE ONLY

TTB ID 09069-C00-000057

1 REPLACED (If any) 1601 CT 80 OF 01

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

(See Instructions and Paperwork Reduction Act Notice Below)

PART I - APPLICATION

2 PLANT REGISTRY/BASIC PERMIT/BREWER'S NO (Required): BWN-CA-15141

3 SOURCE OF PRODUCT (Required): ☑ Domestic ☐ Imported

4 SERIAL NUMBER (Required): YEAR 09 - TH08

5 TYPE OF PRODUCT (Required): ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6 BRAND NAME (Required): Terry Hoage Vineyards

7 FANCIFUL NAME (If any): Bam Bam

8 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):
Serine-Cannonau Vineyard, Inc
dba Terry Hoage Vineyards
870 Arbor Rd
Paso Robles, CA 93446

6a MAILING ADDRESS, IF DIFFERENT

9 E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

10 FORMULA/SOP NO (If any)

11 LAB NO & DATE/PRE-IMPORT NO & DATE (If any)

12 NET CONTENTS: 750ml

13 ALCOHOL CONTENT: 14%

14 WINE APPELLATION (If on label): Paso Robles

15 WINE VINTAGE DATE (If on label): 2008

16 PHONE NUMBER: 805-238-2083

17 FAX NUMBER: 805-238-2091

18 TYPE OF APPLICATION (Check applicable box(es))
- a ☑ CERTIFICATE OF LABEL APPROVAL
- b ☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROV "For sale in _____ only" (Fill in State abbreviation
- c ☐ DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE_____ (Fill in amount)
- d ☐ RESUBMISSION AFTER REJECTION TTB ID_____

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

NET CONTENTS BLOWN INTO GLASS

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 ar attached to an original TTB F 5100 31, Certificate/Exemption of Label/Bottle Approval

20 DATE OF APPLICATION: 03-04-2009

21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT

22 PRINT NAME OF APPLICANT OR AUTHORIZED AGEN: Jennifer Hoage/ secretary

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.

23 DATE ISSUED: MAR 19 2009

24 AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

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

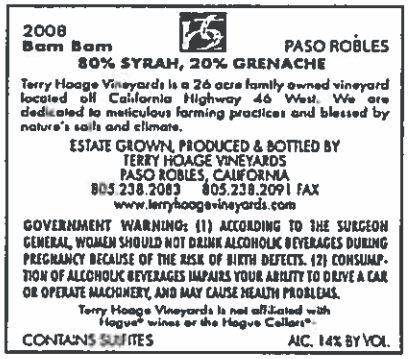


EXHIBIT 10
WIT: Hoage
DATE: 10-20-14
NOEL DEGNAN, CSR 6921

OMB No. 1513-0020 (01/31/200

FOR TTB USE ONLY

TTB ID 09069-000-000058

1 REF 10060 NO (If any) CT 81 OR 01

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

(See Instructions and Paperwork Reduction Act Notice Below)

PART I - APPLICATION

2 PLANT REGISTRY/BASIC PERMIT/BREWER'S NO (Required): BWN-CA-15141

3 SOURCE OF PRODUCT (Required): ☑ Domestic ☐ Imported

4 SERIAL NUMBER (Required): YEAR 09 - T 11 0 9

5 TYPE OF PRODUCT (Required): ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6 BRAND NAME (Required): Terry Hoage Vineyards

7 FANCIFUL NAME (If any): The Gap

8 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):
Serine-Cannonau Vineyard, Inc
dba Terry Hoage Vineyards
870 Arbor Rd
Paso Robles, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT

9. E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

10. FORMULA/SOP NO. (If any)

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any)

12. NET CONTENTS: 750ml

13. ALCOHOL CONTENT: 14%

14. WINE APPELLATION (If on label): Paso Robles

15. WINE VINTAGE DATE (If on label): 2008

16. PHONE NUMBER: 805-238-2083

17. FAX NUMBER: 805-238-2091

18. TYPE OF APPLICATION (Check applicable box(es))
- a ☑ CERTIFICATE OF LABEL APPROVAL
- b ☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROV *"For sale in _____ only" (Fill in State abbreviation*
- c ☐ DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE_____ *(Fill in amount)*
- d ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19 SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, coloseals, 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 DUPLICATE PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS

NET CONTENTS BLOWN INTO GLASS

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 ar attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

20 DATE OF APPLICATION: 03-04-2009

21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT

22 PRINT NAME OF APPLICANT OR AUTHORIZED AGEN: Jennifer Hoage/ secretary

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.

23 DATE ISSUED: MAR 19 2009

24 AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

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

OMB No. 1513-0020 (01/31/200

TTB ID FOR TTB USE ONLY

09063-000-000059

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

(See Instructions and Paperwork Reduction Act Notice Below)

1 REP. ID NO *(If any)* 1001 CT 81 OR 01

2 PLANT REGISTRY/BASIC PERMIT/BREWER'S NO (Required): BWN CA 15141

3 SOURCE OF PRODUCT (Required): ☑ Domestic ☐ Imported

4 SERIAL NUMBER (Required): YEAR 09 - T 11 4 6

5 TYPE OF PRODUCT (Required): ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6 BRAND NAME (Required): Terry Hoage Vineyards

7 FANCIFUL NAME *(If any)*: Hangtime

PART I - APPLICATION

8 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)*
Serine-Cannonau Vineyard, Inc
dba Terry Hoage Vineyards
870 Arbor Rd
Paso Robles, CA 93446

8a. MAILING ADDRESS, IF DIFFERENT

9. E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

10 FORMULA/SOP NO *(If any)*:

11 LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

12 NET CONTENTS: 750ml

13 ALCOHOL CONTENT: 14%

14 WINE APPELLATION *(If on label)*: Paso Robles

15 WINE VINTAGE DATE *(If on label)*: 2008

16 PHONE NUMBER: 805-238-2083

17. FAX NUMBER: 805-238-2091

18 TYPE OF APPLICATION *(Check applicable box(es))*
a ☑ CERTIFICATE OF LABEL APPROVAL
b ☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROV *"For sale in _____ only" (Fill in State abbreviation)*
c ☐ DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE_____ *(Fill in amount)*
d. ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19 SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 DUPLICATE PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS
NET CONTENTS BLOWN INTO GLASS

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 ar attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval

20 DATE OF APPLICATION: 03-04-2009

21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT:

22 PRINT NAME OF APPLICANT OR AUTHORIZED AGEN: Jennifer Hoage/ secretary

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

23 DATE ISSUED: MAR 19 2009

24 AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE (If any)

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

BACK

2008 PASO ROBLES

PICPOUL BLANC

Terry Hoage Vineyards is a 26 acre family owned vineyard located off California Highway 46 West. We are dedicated to meticulous farming practices and blessed by nature's soils and climate

ESTATE GROWN, PRODUCED & BOTTLED BY
TERRY HOAGE VINEYARDS
PASO ROBLES, CALIFORNIA
805.238.2083 805.238.2091 FAX
www.terryhoagevineyards.com

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.

Terry Hoage Vineyards is not affiliated with Hogue® wines or the Hogue Cellars®.

CONTAINS SULFITES AIC 14% Br vol

Front

FOR TTB USE ONLY

TTB ID

10083-000-000018

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

(See Instructions and Paperwork Reduction Act Notice Below)

1 REP. NO. *(If any)* CT 88 01

2 PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: BWN-15141

3 SOURCE OF PRODUCT *(Required)*: ☒ Domestic ☐ Imported

4 SERIAL NUMBER *(Required)*: YEAR 10 - TH 08

5 TYPE OF PRODUCT *(Required)*: ☒ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6 BRAND NAME *(Required)*: Terry Hoage Vineyards

7 FANCIFUL NAME *(If any)*:

PART I - APPLICATION

8 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)*:
Jayne-Cunningham Vineyard, Inc.
dba Terry Hoage Vineyards
870 Arbor Rd
Paso Robles, CA 93446

8a MAILING ADDRESS, IF DIFFERENT:

9 E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

10 FORMULA/SOP NO. *(If any)*:

11 LAB NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

12 NET CONTENTS: 750 ml

13 ALCOHOL CONTENT: 15.8%

14 WINE APPELLATION *(If on label)*: Paso Robles

15 WINE VINTAGE DATE *(If on label)*: 2008

16 PHONE NUMBER: 805 238 2083

17 FAX NUMBER: 805 238 2091

18 TYPE OF APPLICATION *(Check applicable box(es))*
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)*
d ☐ RESUBMISSION AFTER REJECTION. TTB ID _____

19 SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, coloseals, 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 GLASS

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.

20 DATE OF APPLICATION	21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22 PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
03-23-2010		Jennifer Hoage, SECRETARY

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.

23 DATE ISSUED	24 AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APR 14 2010	

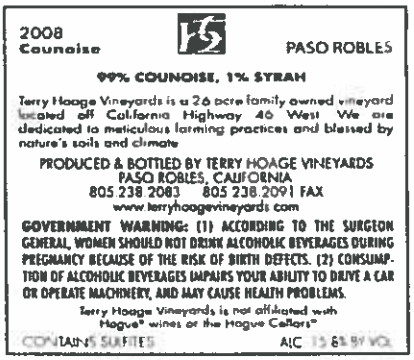
FOR TTB USE ONLY

QUALIFICATIONS

01. THIS LABEL MUST APPEAR ON THE FRONT OF THE CONTAINER.

EXPIRATION DATE *(If any)*

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



TTB F 5100.31 (05/2009) PREVIOUS EDITIONS ARE OBSOLETE

EXHIBIT 11
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

OMB No. 1513-0020 (03/31/2012)

TTB ID — FOR TTB USE ONLY

10083-000-000019

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

(See Instructions and Paperwork Reduction Act Notice Below)

1 REP ID NO *(If any)* 1001 — CT 81 OR 01

2 PLANT REGISTRY/BASIC PERMIT/BREWER'S NO *(Required)*: BWN-15141

3 SOURCE OF PRODUCT *(Required)*: ☒ Domestic ☐ Imported

4 SERIAL NUMBER *(Required)*: 10-TH09

5 TYPE OF PRODUCT *(Required)*: ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6 BRAND NAME *(Required)*: Terry Hoage Vineyards

7 FANCIFUL NAME *(If any)*:

PART I - APPLICATION

8 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)*:
Serine-Cunningham Vineyard, Inc.
dba Terry Hoage Vineyards
270 Arbor Rd
Paso Robles, CA 93446

8a MAILING ADDRESS, IF DIFFERENT:

9 E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

10 FORMULA/SOP NO *(If any)*:

11 LAB NO & DATE/PRE-IMPORT NO & DATE *(If any)*:

12 NET CONTENTS: 750 ml

13 ALCOHOL CONTENT: 13.9%

14 WINE APPELLATION *(If on label)*: Paso Robles

15 WINE VINTAGE DATE *(If on label)*: 2009

16 PHONE NUMBER: 805-238-2083

17 FAX NUMBER: 805-238-2091

18 TYPE OF APPLICATION *(Check applicable box(es))*
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)*
d ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19 SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, coloseals, 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 GLASS

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.

20 DATE OF APPLICATION: 03-23-2010

21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT:

22 PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Jennifer Hoage, Secretary

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.

23 DATE ISSUED: APR 14 2010

24 AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU:

FOR TTB USE ONLY

QUALIFICATIONS:

EXPIRATION DATE *(If any)*:

AFFIX COMPLETE SET OF LABELS BELOW *(See General Instructions 4, 6, and 7)*. ON THIS LABEL MUST APPEAR ON THE FRONT OF THE CONTAINER.

TTB F 5100.31 (05/2009) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (05/31/2012)

TTB ID — FOR TTB USE ONLY

10083-000-000020

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

(See Instructions and Paperwork Reduction Act Notice Below)

1 REP. NO. *(If any)* 1001 CT 81 OR 01

2 PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*: BWN - 15141

3 SOURCE OF PRODUCT *(Required)*: ☒ Domestic ☐ Imported

4 SERIAL NUMBER *(Required)*: YEAR 10 - TH 40

5 TYPE OF PRODUCT *(Required)*: ☐ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6 BRAND NAME *(Required)*: Terry Hoage Vineyards

7 FANCIFUL NAME *(If any)*: The Gap

8 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)*:
Serine-Chanchau Vineyard, Inc
dba Terry Hoage Vineyards
8750 Arbor Rd
Paso Robles, CA 93446

8a MAILING ADDRESS, IF DIFFERENT:

9 E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

10 FORMULA/SOP NO. *(If any)*:

11 LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*:

12 NET CONTENTS: 750ml

13 ALCOHOL CONTENT: 14 %

14 WINE APPELLATION *(If on label)*: Paso Robles

15 WINE VINTAGE DATE *(If on label)*: 2009

16 PHONE NUMBER: 805-238 2083

17 FAX NUMBER: 805 238 2091

18 TYPE OF APPLICATION *(Check applicable box(es))*
- 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)*
- d ☐ RESUBMISSION AFTER REJECTION. TTB ID_____

19 SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 GLASS

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.

20 DATE OF APPLICATION	21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22 PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
3-23-2010	[signature]	Jennifer Hoage Secretary

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.

23 DATE ISSUED	24 AUTHORIZED SIGNATURE. ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APR 16 2010	[signature]

FOR TTB USE ONLY

QUALIFICATIONS

EXPIRATION DATE *(If any)*

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

01. THIS LABEL MUST APPEAR ON THE FRONT OF THE CONTAINER.

2009
The Gap
PASO ROBLES
59% GRENACHE BLANC, 25% ROUSSANNE
16% PICPOUL BLANC

Terry Hoage Vineyards is a 26 acre family owned vineyard located off California Highway 46 West. We are dedicated to meticulous farming practices and blessed by nature's soils and climate.

PRODUCED & BOTTLED BY TERRY HOAGE VINEYARDS
PASO ROBLES, CALIFORNIA
805 238 2083 805 238 2091 FAX
www.terryhoagevineyards.com

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.

Terry Hoage Vineyards is not affiliated with Hogue® wines or the Hogue Cellars®

CONTAINS SULFITES

TTB F 5100.31 (05/2009) PREVIOUS EDITIONS ARE OBSOLETE

OMB NO. 1513-0020 (05/31/2012)

FOR TTB USE ONLY

TTB ID 10083-000-000021

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

(See Instructions and Paperwork Reduction Act Notice Below)

1 REP. ID (If any) CT 80 OR 01

2 PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required): BWN - 15141

3 SOURCE OF PRODUCT (Required): ☒ Domestic ☐ Imported

4 SERIAL NUMBER (Required): YEAR 10 - THB

5 TYPE OF PRODUCT (Required): ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6 BRAND NAME (Required): Terry Hoage Vineyards

7 FANCIFUL NAME (If any): Bam Bam

PART I - APPLICATION

8 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):
Serine-Cannonau Vineyard, Inc.
dba Terry Hoage Vineyards
870 Arbor Rd.
Paso Robles, CA. 93446

8a MAILING ADDRESS, IF DIFFERENT:

9 E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

10 FORMULA/SOP NO. (If any):

11 LAB. NO. & DATE/PRE-IMPORT NO. & DATE (If any):

12 NET CONTENTS: 750 ml

13 ALCOHOL CONTENT: 13.3

14 WINE APPELLATION (If on label): Paso Robles

15 WINE VINTAGE DATE (If on label): 2009

16 PHONE NUMBER: 805-238-2083

17 FAX NUMBER: 805-238-2091

18 TYPE OF APPLICATION (Check applicable box(es))
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)
d ☐ RESUBMISSION AFTER REJECTION TTB ID _____

19 SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celoseals, 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 GLASS

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.

20 DATE OF APPLICATION	21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22 PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
03-23-2010		Jennifer L. Hoage, secretary

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.

23 DATE ISSUED	24 AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APR 14 2010	

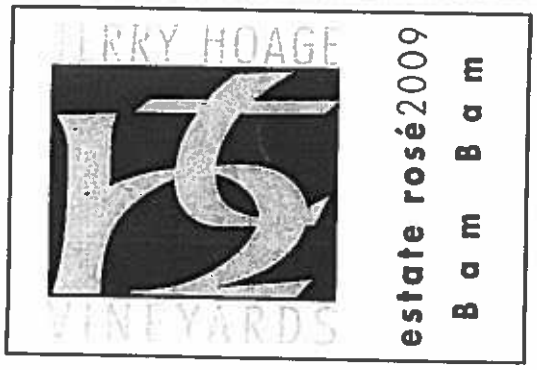
FOR TTB USE ONLY

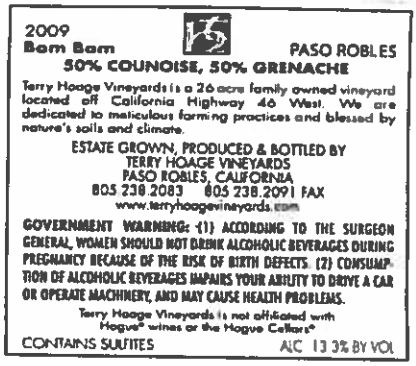
QUALIFICATIONS

EXPIRATION DATE (If any)

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

~~01. THIS LABEL MUST APPEAR~~ ON THE FRONT OF THE CONTAINER.





TTB F 5100.31 (05/2009) PREVIOUS EDITIONS ARE OBSOLETE

TTB ID 11110-000-000024

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL
(See Instructions and Paperwork Reduction Act Notice Below)

1 REP 100p (If any) CT 81 OR 01

PART I - APPLICATION

2 PLANT REGISTRY/BASIC PERMIT/BREWER'S NO (Required): BWN-15141

3 SOURCE OF PRODUCT (Required): ☑ Domestic ☐ Imported

9 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): Seine - Cantenoid Vineyard, Inc DBA Terry Hoage Vineyards 810 Niblo Road Paso Robles CA 93446

4 SERIAL NUMBER (Required): YEAR 11 THO1

5 TYPE OF PRODUCT (Required): ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6 BRAND NAME (Required): Terry Hoage Vineyards

7 FANCIFUL NAME (If any): The Gap

8a MAILING ADDRESS, IF DIFFERENT

9 E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

10 FORMULA/SOP NO (If any)

11 LAB NO & DATE/PRE-IMPORT NO & DATE (If any)

12 NET CONTENTS: 750 ml

13 ALCOHOL CONTENT: 13.6%

14 WINE APPELLATION (If on label): Paso Robles

15 WINE VINTAGE DATE (If on label): 2010

16 PHONE NUMBER: 805 238-2083

17 FAX NUMBER: 805-238-2091

18 TYPE OF APPLICATION (Check applicable box(es))
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)
d ☐ RESUBMISSION AFTER REJECTION TTB ID_____

19 SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, corks, 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 GLASS

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.

20 DATE OF APPLICATION: 01-14-11

21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT

22 PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Jennifer L Hoage/Secretary

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

23 DATE ISSUED: JUN 21 2011

24 AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

QUALIFICATIONS

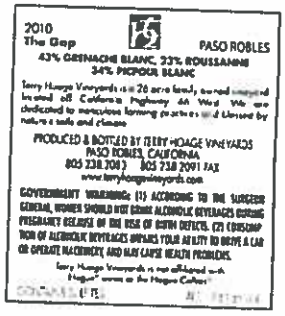
TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the labels is displayed in the correct type size, [illegible] contrasting background in accordance with 5.63 (distilled spirits), 7.63 (malt beverages), 4.38 (wine), 27 CFR parts 4, 5, 7, and 16, as applicable.

EXPIRATION DATE (If any)

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

Back

Front



DB

TTB F 5100.31 (05/2009) PREVIOUS EDITIONS ARE OBSOLETE

EXHIBIT 12
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

TTB ID
11110-000-000025

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL
(See Instructions and Paperwork Reduction Act Notice Below)

1 REF (If any) CT 89 OR 01

2 PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required): BWN-15141

3 SOURCE OF PRODUCT (Required): ☒ Domestic ☐ Imported

4 SERIAL NUMBER (Required): 1

5 TYPE OF PRODUCT (Required): ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

YEAR: 2011

6 BRAND NAME (Required): Terry Hoage Vineyards

7 FANCIFUL NAME (If any): Pik Pool

8 E-MAIL ADDRESS: Jennifer@terryhoagevineyards.com

9 FORMULA/SOP NO. (If any)

10 LAB NO. & DATE/PRE-IMPORT NO. & DATE (If any)

11 TYPE OF APPLICATION (Check applicable box(es))
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 _____ (If an amount)
d ☐ RESUBMISSION AFTER REJECTION
TTB ID _____

12 NET CONTENTS: 750 ML

13 ALCOHOL CONTENT: 14.5%

14 WINE APPELLATION (If an label): Paso Robles

15 WINE VINTAGE DATE (If an label): 2010

16 PHONE NUMBER: 805-226 2083

17 FAX NUMBER: 805 226 2071

18 SHOW ANY WORDING (In APPEARING ON MATERIALS FINALLY AFFIXED TO THE CONTAINER (e.g. care instruction cards, etc.) OTHER THAN THE LABELS AFFIXED BELOW OR 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 GLASS

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.

20 DATE OF APPLICATION	21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22 PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
11-14-11		Jennifer L. Hoage/Secretary

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.

23 DATE ISSUED	24 AUTHORIZED SIGNATURE ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
JUN 21 2011	

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16 as applicable.

EXPIRATION DATE (If any)

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

Back

Front

TTB F 5100.31 (05/2009) PREVIOUS EDITIONS ARE OBSOLETE

TTB ID FOR TTB USE ONLY

11110-000-000026

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

(See Instructions and Paperwork Reduction Act Notice Below)

1. REP. NO. *(If any)* 1001 CT 88 OR 01

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)* BWN-15141

3. SOURCE OF PRODUCT *(Required)* ☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)* YEAR 11-TH03

5. TYPE OF PRODUCT *(Required)* ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME *(Required)* Terry Hoage Vineyards

7. FANCIFUL NAME *(If any)* Bam Bam

8. 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)*
Serine-Cannonau Vineyard, Inc
DBA Terry Hoage Vineyards
870 Arbor Road
Paso Robles CA 93446

8a. MAILING ADDRESS, IF DIFFERENT

9. E-MAIL ADDRESS jennifer@terryhoagevineyards.com

10. FORMULA/SOP NO. *(If any)*

11. LAB. NO. & DATE/PRE-IMPORT NO. & DATE *(If any)*

12. NET CONTENTS 750 mL

13. ALCOHOL CONTENT 14.4%

14. WINE APPELLATION *(If on label)* Paso Robles

15. WINE VINTAGE DATE *(If on label)* 2010

16. PHONE NUMBER 805-238-2083

17. FAX NUMBER 805-238-2091

18. TYPE OF APPLICATION *(Check applicable box(es))*
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)*
d. ☐ RESUBMISSION AFTER REJECTION TTB ID _____

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER *(e.g., caps, celoseals, 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 GLASS

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.

20. DATE OF APPLICATION 04-14-11

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT [signature]

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT Jennifer Hoage

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.

23. DATE ISSUED JUN 21 2011

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU [signature]

FOR TTB USE ONLY

QUALIFICATIONS

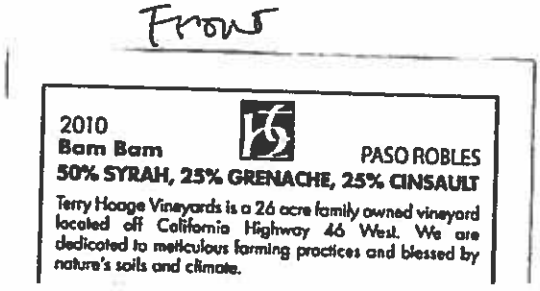
TTB has not reviewed this label for type size, characters per inch or contracting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

EXPIRATION DATE *(If any)*

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

Back

Front



TTB ID 11110-000-000027

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL
(See Instructions and Paperwork Reduction Act Notice Below)

1 REP 1003 (if any) CT 98 OR 01

2 PLANT REGISTRY BASIC PERMIT/BREWER'S NO (Required): BWN-15141

3 SOURCE OF PRODUCT (Required): ☒ domestic ☐ imported

4 SERIAL NUMBER (Required): YEAR 11 - T 11 0 4

5 TYPE OF PRODUCT (Required): ☒ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6 BRAND NAME (Required): Terry Hoage Vineyards

7 FANCIFUL NAME (if any): The Pick

8 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): Service - Cannonball Vineyard Inc
DBA Terry Hoage Vineyards
820 Arbor Road
Paso Robles CA 93446

8a MAILING ADDRESS IF DIFFERENT

9 E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

10 FORMULA/SOP NO (if any)

11 LAB NO & DATE/PRE-IMPORT NO & DATE (if any)

12 NET CONTENTS: 750 ml

13 ALCOHOL CONTENT: 15.6%

14 WINE APPELLATION (if on label): Paso Robles

15 WINE VINTAGE DATE (if on label): 2009

16 PHONE NUMBER: 805-238-2083

17 FAX NUMBER: 805-238-2091

18 TYPE OF APPLICATION (Check applicable boxes)
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)
d ☐ RESUBMISSION AFTER REJECTION TTB ID _____

19 SHOW ANY WORDING (s) APPEARING ON MATERIALS FINALLY AFFIXED TO THE CONTAINER (e.g., cape, vulcanite, parks, 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 GLASS

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.

20 DATE OF APPLICATION: 04/14/11

21 SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: [signature]

22 PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Jennifer Hoage Vineyards

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.

23 DATE ISSUED: JUN 2 1 2011

24 AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU: [signature]

FOR TTB USE ONLY

QUALIFICATIONS

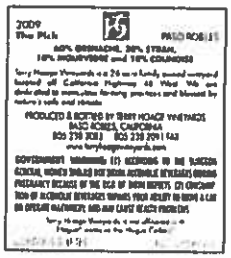
TTB has not reviewed this label for type size, characters per inch or contracting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

EXPIRATION DATE (if any)

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

BACK

FRONT



TTB F 5100.31 (03/2009) PREVIOUS EDITIONS ARE OBSOLETE

TTB ID 11110-000-000028

FOR TTB USE ONLY

OMB No. 1513-0020 (01/31/200

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

(See Instructions and Paperwork Reduction Act Notice Below)

1. REP. ID NO. (If any) 1001 CT 88 OR 01

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required): BWN-15141

3. SOURCE OF PRODUCT (Required): ☑ Domestic ☐ Imported

4. SERIAL NUMBER (Required): YEAR 11-T H 05

5. TYPE OF PRODUCT (Required): ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME (Required): Terry Hoage Vineyards

7. FANCIFUL NAME (If any): 5 Blocks

8. 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):
Serine - Cannonau Vineyards Inc
DBA Terry Hoage Vineyards
370 Arroyo Road
Paso Robles CA 93446

8a. MAILING ADDRESS, IF DIFFERENT:

9. E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

10. FORMULA/SOP NO. (If any):

11. LAB NO. & DATE/PRE-IMPORT NO. & DATE (If any):

12. NET CONTENTS: 750 ML

13. ALCOHOL CONTENT: 14.7%

14. WINE APPELLATION (If on label): Paso Robles

15. WINE VINTAGE DATE (If on label): 2009

16. PHONE NUMBER: 805-238-2083

17. FAX NUMBER: 805-238-2091

18. TYPE OF APPLICATION (Check applicable boxes):
a ☑ CERTIFICATE OF LABEL APPROVAL
b ☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROV "For sale in _____ only" (Fill in State abbreviation)
c ☐ DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)
d ☐ RESUBMISSION AFTER REJECTION TTB ID _____

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celoseals, 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 DUPLICATE PORTIONS OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

NET CONTENTS BLOWN INTO GLASS

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 ar attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

20. DATE OF APPLICATION: 04/14/11

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: [signature]

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGEN: Jennifer L Hoage/secretary

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.

23. DATE ISSUED: JUN 21 2011

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU: [signature]

FOR TTB USE ONLY

QUALIFICATIONS

TTB [illegible] background. The responsible [illegible] to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

EXPIRATION DATE (If any)

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

BACK

cuvee2009
5 Blocks

FRONT

2009
5 Blocks
PASO ROBLES
60% STRAH, 25% MOURVEDRE, 10% GRENACHE and 5% CINSAULT

Terry Hoage Vineyards is a 26 acre family owned vineyard located off California Highway 46 West. We are dedicated to meticulous farming practices and blessed by nature's soils and climate.

PRODUCED & BOTTLED BY TERRY HOAGE VINEYARDS
PASO ROBLES, CALIFORNIA
805 238 2083 805 238 2091 FAX
www.terryhoagevineyards.com

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.

Terry Hoage Vineyards is not affiliated with "Hogue" wines or the "Hogue Cellars".

CONTAINS SULFITES

OMB No. 1513-0020 (03/31/2012)

TTB ID 12086-000-000006

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL
(See Instructions and Paperwork Reduction Act Notice Below)

1. REP ID NO. (If any): 1001
2. SOURCE OF PRODUCT (Required): ☒ Domestic ☐ Imported
3. PERMIT/REGISTRY/BASIC PERMIT/BREWER'S NO. (Required): CA-WN-15141
4. SERIAL NUMBER (Required): 12-0001
5. TYPE OF PRODUCT (Required): ☒ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES
6. BRAND NAME (Required): Terry Hoage Vineyards
7. FANCIFUL NAME (If any): The 46
8. E-MAIL ADDRESS: jennifer@terryhoagevineyards.com
9. GRAPE VARIETAL(S) (Wine only): Grenache-Syrah
10. FORMULA:
11. TYPE OF APPLICATION (Check applicable box(es)):
   a. ☒ CERTIFICATE OF LABEL APPROVAL
   b. ☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL (For use in _____ only) (Fill in State abbreviation)
   c. ☐ DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)
   d. ☐ RESUBMISSION AFTER REJECTION. TTB ID _____
12. NET CONTENTS: 750ml
13. ALCOHOL CONTENT: 15.6
14. WINE APPELLATION (If on label): Paso Robles
15. WINE VINTAGE DATE (If on label): 2010
16. PHONE NUMBER: 805-238-2083
17. FAX NUMBER: 805-238-2091

PART I - APPLICATION

5. 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):
Serine-Cannonau Vineyard Inc
DBA Terry Hoage Vineyards
870 Arbor Rd
Paso Robles, CA 93446

6a. MAILING ADDRESS, IF DIFFERENT:

18. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., stone, embossed, cork, 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 content blown into glass

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.

20. DATE OF APPLICATION: 03-21-14
21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT:
22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Jennifer Hoage

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.

23. DATE ISSUED: APR 17 2014
24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU:

FOR TTB USE ONLY

QUALIFICATIONS: TTB has not reviewed this label for type size, placement, or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

EXPIRATION DATE (If any):

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

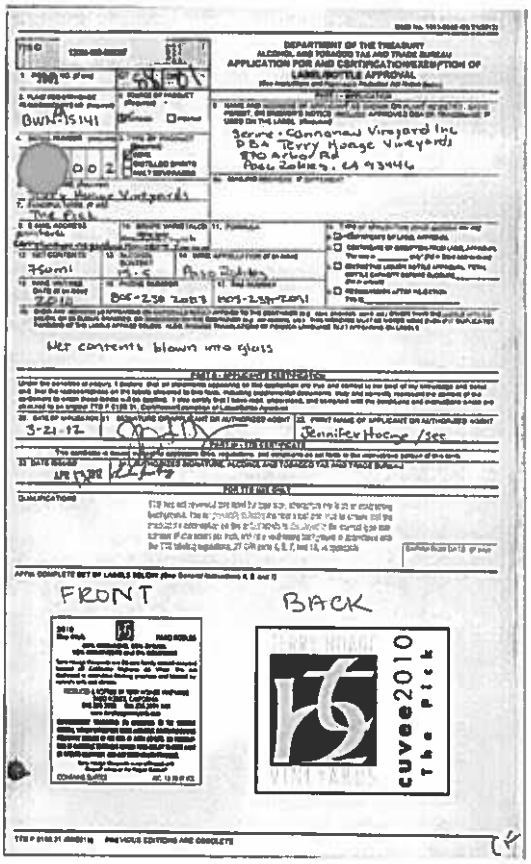
FRONT

BACK

EK

TTB F 5100.31 (05/2011) PREVIOUS EDITIONS ARE OBSOLETE

EXHIBIT 13
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921



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

BWN-15141

Serene Connoneau Vineyard Inc
DBA Terry Hoage Vineyards
870 Arbor Rd
Paso Robles, CA 93446

Terry Hoage Vineyards

The Pick

750ml

805-238 2083 805-238-2081

Net contents blown into glass

3-21-12

Jennifer Hoage /sec

FRONT

BACK

cuvee2010
The Pick

OMB No. 1513-0020 (03/31/2012)

TTB ID 12086-000-000006

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL
(See Instructions and Paperwork Reduction Act Notice Below)

1. REP. ID. NO. (If any): 1001 CT: 84 OR: 01
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required): N-15141
3. SOURCE OF PRODUCT (Required): ☒ Domestic ☐ Imported
4. SERIAL NUMBER (Required): YEAR 12 0003
5. TYPE OF PRODUCT (Required): ☒ Wine ☐ Distilled Spirits ☐ Malt Beverages
6. BRAND NAME (Required): Terry Hoage Vineyards
7. FANCIFUL NAME (If any): Skins
8. 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): Serine-Cannonau Vineyards, Inc. DBA Terry Hoage Vineyards 870 Arbor Rd Paso Robles, CA 93446
8a. MAILING ADDRESS, IF DIFFERENT
9. E-MAIL ADDRESS: jennifer@terryhoagevineyards.com
10. GRAPE VARIETAL(S) Wine only: Grenache, Syrah
11. FORMULA
12. NET CONTENTS: 750ml
13. ALCOHOL CONTENT: 15.95
14. WINE APPELLATION (If on label): Paso Robles
15. WINE VINTAGE DATE (If on label): 2010
16. PHONE NUMBER: 805-238-2083
17. FAX NUMBER: 805-238-2091
18. TYPE OF APPLICATION (Check applicable box, etc.)
a. ☒ CERTIFICATE OF LABEL APPROVAL
b. ☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For use on _____ only" (Fill in State statement)
c. ☐ DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)
d. ☐ RESUBMISSION AFTER REJECTION TTB ID _____
19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., cape, cornback, pack, 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 glass

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.

20. DATE OF APPLICATION: 03-21-12
21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: [signature]
22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Jennifer Hoage / sec.

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.

23. DATE ISSUED: APR 2012
24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU: [signature]

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed the label for type size, characters per inch or contrasting background. The reason that industry member must continue to ensure that the imaginary information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

EXPIRATION DATE (If any)

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

FRONT

BACK

TTB F 5100.31 (08/2011) PREVIOUS EDITIONS ARE OBSOLETE

CK

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

PART I - APPLICATION

3. 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)
Serene-Cannonau Vineyard, Inc
DBA Terry Hoage Vineyards
890 Arbor Rd
Paso Robles, CA 93446

4. SOURCE OF PRODUCT (Required): ☐ Domestic ☐ Importer

5. TYPE OF PRODUCT (Required): ☐ Wine ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES

6. BRAND NAME (Required): Terry Hoage Vineyards

7. FANCIFUL NAME (If any): The Hedge

8. E-MAIL ADDRESS: jennifer@terryhoagevineyards.com

9. GRAPE VARIETAL(S) (Wine only): Syrah

10. FORMULA

11. TYPE OF APPLICATION (Check one or more):
☑ CERTIFICATE OF LABEL APPROVAL
☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL (For use in _____ only) (Not a distinctive or fanciful name)
☐ DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)
☐ RESUBMISSION AFTER REJECTION. TTB ID _____

12. NET CONTENTS: 750 ml

13. ALCOHOL CONTENT: 14.4

14. WINE APPELLATION (If on label): Paso Robles

15. WINE VINTAGE (If on label): 2010

16. PHONE NUMBER: 805-238-2083

17. FAX NUMBER: 805-238-2091

18. SHOW ANY WORDING OR APPEARANCE ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., neck sleeve, back label, etc.) OTHER THAN THE LABELS AFFIXED BELOW. DO NOT SHOW BRANDS OR STAMPED ON THE CONTAINER (e.g., cork engraving, etc.). THAT WORDING MUST BE NOTED HERE OR ON A SEPARATE DUPLICATE COPY OF THE LABELS AFFIXED BELOW. ALSO, PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

Net contents blown into glass

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 all the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the contents of the containers to which those labels will be applied. I also certify that I have read, understood, and complied with the conditions and instructions which are attached to or printed on TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

20. DATE OF APPLICATION: 03-21-12

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Jennifer Hoage /Sec

PART III - CERTIFICATION

This certificate or record subject to applicable laws, regulations and conditions set forth on the authorizing portion of this form.

23. DATE ISSUED: APR 2012

24. AUTHORIZING SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for any state, character or type which is restricted or prohibited. The use of this label is limited to containers of wine having the net contents as stated on the label, and to containers of the correct type, size, number of characters per inch, and in a relationship of appearance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

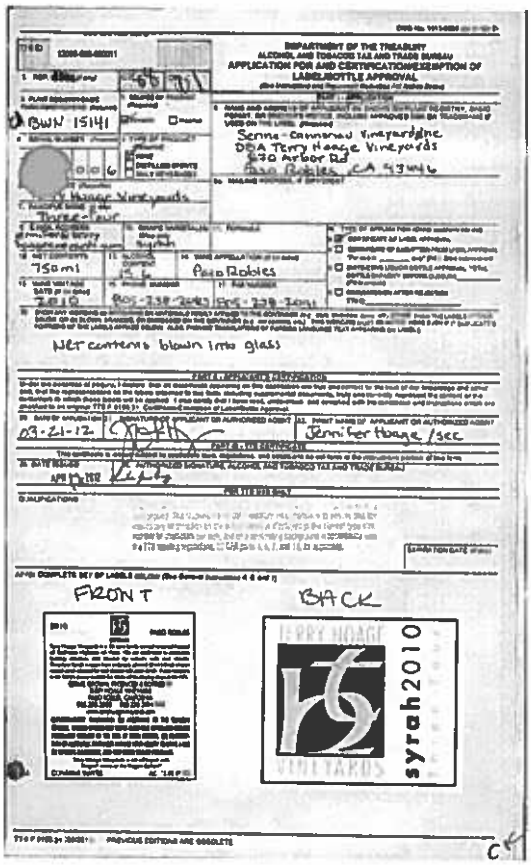
EXPIRATION DATE (If any)

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

FRONT

BACK

TTB F 5100.31 (09/2011) PREVIOUS EDITIONS ARE OBSOLETE



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

BWN 15141

Serna-Cannonau Vineyardine
DBA Terry Hoage Vineyards
630 Arbor Rd
Paso Robles, CA 93446

Terry Hoage Vineyards

Three-Four

750ml

Paso Robles

7010

805-238-2043 805-238-2041

Net contents blown into glass

03-21-12

Jennifer Hoage /sec

FRONT

BACK

TERRY HOAGE VINEYARDS

syrah2010

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

TTB ID: 12000-000-000012

1. REP. ID NO. (if any): 1001
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO.: BWN-15141
3. NAME OF PRODUCT (Required): ☒ Name ☐ Mark
4. TYPE OF PRODUCT (Required): ☒ Name ☐ DISTILLED SPIRITS ☐ MALT BEVERAGES
5. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT, OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADEMARK IF USED ON THE LABEL (Required):
Serine-Cannonau Vineyard Inc
DBA Terry Hoage Vineyards
820 Arbor Rd
Paso Robles, CA 93446
6. MAILING ADDRESS, IF DIFFERENT:
7. BRAND NAME (Required): Terry Hoage Vineyards
8. PRODUCT NAME (if any): Reserve
9. ENTER TERRY HOAGE VINEYARDS WITH GRENACHE
10. GRAPE VARIETALS (Name only): Grenache
11. FORMULA:
12. NET CONTENTS: 750 ml
13. ALCOHOL CONTENT: 15.95
14. WINE APPELLATION (if on label): Paso Robles
15. WINE VINTAGE DATE (if on label): 2006
16. PHONE NUMBER: 805-238-2083
17. FAX NUMBER: 805-238-2091
18. TYPE OF APPLICATION (Check applicable boxes):
☒ SUBMITTAL OF LABEL APPROVAL
☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL
☐ DISTINCTIVE LIQUOR BOTTLE APPROVAL, TOTAL BOTTLE CAPACITY BEFORE CLOSURE
☐ RESUBMISSION AFTER REJECTION
TTB ID:

19. SHOW ALL WORDING (IN APPROVED OR MATERIALS ONLY) APPEARING TO THE CONTAINER (e.g., bottle, bottle cap, etc.) OTHER THAN THE LABELS APPEARING BELOW OR ON BLOWN, MOLDED, OR EMBOSSED ON THE CONTAINER (e.g., cartoons, etc.). THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES PORTIONS OF THE LABELS APPEARING BELOW. ALSO PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

Net Contents Blown into glass

PART B - 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 statement to which these labels will be applied. I also certify that I have read, understand, and complied with the conditions and instructions which are attached to the original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

20. DATE OF APPLICATION: 03-21-12
21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: [signature]
22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Jennifer Hoage, sec

PART B - TTB CERTIFICATE

This certificate is issued subject to applicable laws, regulations, and conditions on the form of the instructions printed on the form.

23. DATE ISSUED: APR 13 2012
24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU: [signature]

FOR TTB USE ONLY

QUALIFICATIONS

[illegible]

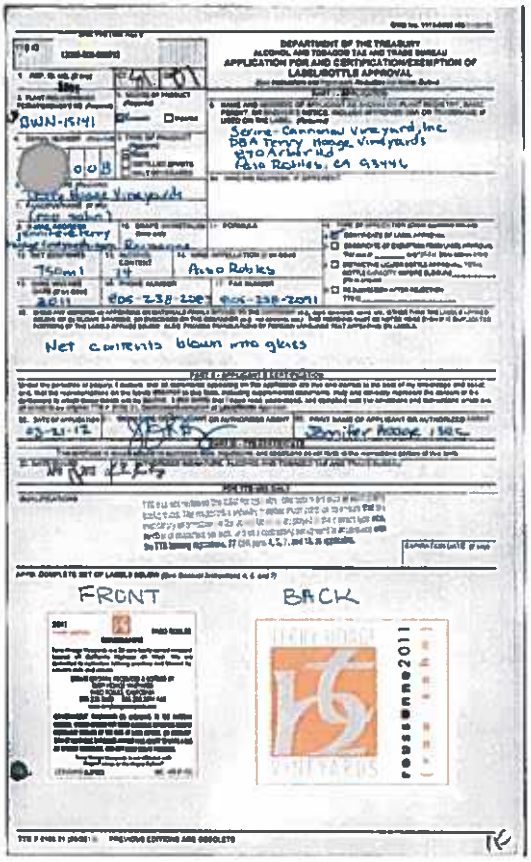
EXPIRATION DATE (if any)

APPIN COMPLETE SET OF LABELS BELOW (See General Instructions 4, 5, and 7)

FRONT

BACK

TTB F 5100.31 (05/2011) PREVIOUS EDITIONS ARE OBSOLETE



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

BWN-15141

Serine-Cannonau Vineyard, Inc
DBA Terry Hodge Vineyards
870 Arbor Rd
Paso Robles, CA 93446

Terry Hodge Vineyards

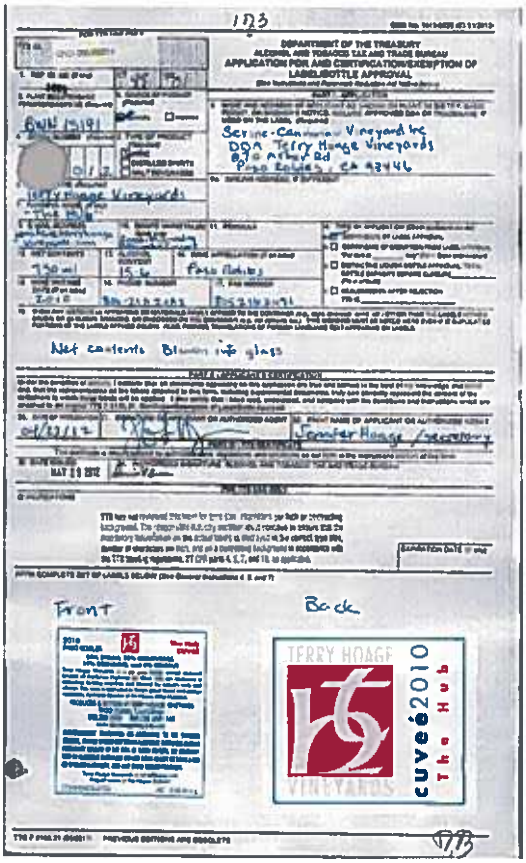
Terry Hodge Vineyards

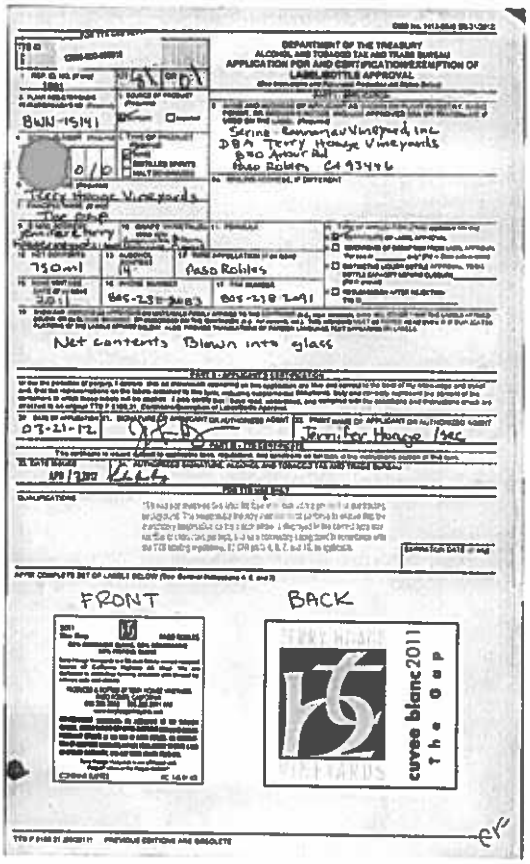
Paso Robles

Net contents blown into glass

FRONT

BACK


1773
DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL
Serene Canyon Vineyard Inc
DBA Terry Hoage Vineyards
850 Arthur Rd
Paso Robles, CA 93446
Terry Hoage Vineyards
750 ml
15 %
Paso Robles
Net contents Blown into glass
Jennifer Hoage
Front
Back
TERRY HOAGE
cuvée2010
The Hub
VINEYARDS



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

BWN-15141

Serine Ramanau Vineyard, Inc
DBA Terry Hoage Vineyards
850 Arbor Rd
Paso Robles CA 93446

Terry Hoage Vineyards
The Gap

750ml

Paso Robles

805-238-2083 805-238-2091

Net contents Blown into glass

03-21-12

Jennifer Hoage /sec

FRONT

BACK

cuvee blanc 2011
The Gap

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

BWN 15141

Sonne Cannonau Vineyard, Inc
D3A Terry Hoage Vineyards
8710 Arbor Rd
Paso Robles, CA 93446

Terry Hoage Vineyards

Picpoul Blanc

Picpoul Blanc

750 ml

Paso Robles

805-238-2001 805-238-2011

Net contents blown into glass

07-31-12

Jennifer Hoage / JEC

FRONT

BACK

https://www.ttbonline.gov/colasonline/docs/12110TTB10451D7_20141022060135qstpimg1 1/1

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL
(See Instructions and Paperwork Reduction Act Notice Below)

1. REP 0001 (if any) CT 00 OR 41

2. SOURCE OF PRODUCT: -15141

3. TYPE OF PRODUCT: VINE / DISTILLED SPIRITS / MALT BEVERAGES

4. YEAR: 13 · 0001

5. BRAND NAME: Jerry Hoage Vineyards

6. FANCIFUL NAME: Bam Bam

7. NAME OF APPLICANT: Jennifer Hoage Vineyards Inc. Sylvia Garnier

8. 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): Sorine-Cannonau Vineyard Inc. DBA Terry Hoage Vineyards 870 Arbor Rd Paso Robles, CA 93446

9. GRAPE VARIETAL(S): Wine only

10. FORMULA

11. NET CONTENTS: 750 mL

12. ALCOHOL CONTENT: 19.5%

13. WINE APPELLATION: Paso Robles

14. WINE VINTAGE: 2012

15. PHONE NUMBER: 805 238 2083

16. FAX NUMBER: 805 238 2091

17. TYPE OF APPLICATION: ☑ CERTIFICATE OF LABEL APPROVAL ☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL ☐ DISTINCTIVE LIQUOR BOTTLE APPROVAL TOTAL BOTTLE CAPACITY BEFORE CLOSURE ☐ RESUBMISSION AFTER REJECTION TTB ID

18. SHOW ANY WORDING OR APPEARING OR MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., not sealed, etc.) WHICH THAT THE LABELS APPLIED BELOW, OR BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., not sealed, etc.). THIS WORDING MUST BE NOTED HERE IF EXEMPT FROM ADDRESS PORTIONS OF THE LABELS APPLIED BELOW. ALSO PROVIDE TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS

Net contents blown into glass

PART B - 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 alcohol or the contents 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.

20. DATE OF APPLICATION: 2/27/13

21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT: [signature]

22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT: Jennifer Hoage Secretary

PART C - TTB CERTIFICATE

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

23. DATE ISSUED

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

Director's Signature

Specialist

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

EXPIRATION DATE (if any)

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

FRONT

Back

TTB F 5100.31 (05/2011) PREVIOUS EDITIONS ARE OBSOLETE

EXHIBIT 14
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

OMB No. 1513-0020

OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY

TTB ID
[redacted]121001000505

1. REP. ID. NO. (If any)	CT	OR
	88	01

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL

(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required)
BWN-CA-15141

3. SOURCE OF PRODUCT (Required)
✓ Domestic
Imported

4. SERIAL NUMBER (Required)
130004

5. TYPE OF PRODUCT (Required)
✓ WINE
DISTILLED SPIRITS
MALT BEVERAGE

8. 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)
TERRY HOAGE VINEYARDS, SERINE-CANNONAU VINEYARD, INC.
870 ARBOR RD
PASO ROBLES CA 93446
TERRY HOAGE VINEYARDS (Used on label)

6. BRAND NAME (Required)
TERRY HOAGE VINEYARDS

7. FANCIFUL NAME (If any)
THE 46

8a. MAILING ADDRESS, IF DIFFERENT

9. EMAIL ADDRESS
info@terryhoagevineyards.com

10. GRAPE VARIETAL(S) (If any)
Grenache, Syrah

11. FORMULA

18. TYPE OF APPLICATION (Check applicable box(es))
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)
d. RESUBMISSION AFTER REJECTION TTB ID. NO. _____

12. NET CONTENTS
750 MILLILITERS

13. ALCOHOL CONTENT
15.2

14. WINE APPELLATION IF ON LABEL
PASO ROBLES

15. WINE VINTAGE DATE IF ON LABEL
2011

16. PHONE NUMBER
(805) 238-2083

17. FAX NUMBER
(805) 238-2091

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
05/01/2013	(Application was e-filed)	Jennifer Hoage

OMB No. 1513-0020

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
/05/2013	Alexis S. Jewell

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

DESSERT /PORT/SHERRY/(COOKING) WINE

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 2.81 inches W X 3.08 inches H

2011
The 46

PASO ROBLES

50% GRENACHE
50% SYRAH

Terry Hoage Vineyards is a 26 acre family owned vineyard located off California Highway 46 West. We are dedicated to meticulous farming practices and blessed by nature's soils and climate. Our Grenache-Syrah blend is named after the famed 46 defense that Terry played for coach Buddy Ryan.

ESTATE GROWN, PRODUCED & BOTTLED BY
TERRY HOAGE VINEYARDS
PASO ROBLES, CALIFORNIA
805.238.2083 805.238.2091 FAX
www.terryhoagevineyards.com

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.

Terry Hoage Vineyards is not affiliated with Hogue® wines or the Hogue Cellars®.

CONTAINS SULFITES ALC. 15.2% BY VOL.

Image Type:

Back

Actual Dimensions: 3.66 inches W X 3.22 inches H

TERRY HOAGE

VINEYARDS

grenache-syrah2011

The 46

TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY

TTB ID
13121001000507

1. REP. ID. NO. (If any)	CT	OR
	88	01

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL

(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required)
BWN-CA-15141

3. SOURCE OF PRODUCT (Required)
- [x] Domestic
- [ ] Imported

4. SERIAL NUMBER (Required)
130006

5. TYPE OF PRODUCT (Required)
- [x] WINE
- [ ] DISTILLED SPIRITS
- [ ] MALT BEVERAGE

8. 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)

TERRY HOAGE VINEYARDS, SERINE-CANNONAU VINEYARD, INC.
870 ARBOR RD

PASO ROBLES CA 93446

TERRY HOAGE VINEYARDS (Used on label)

6. BRAND NAME (Required)
TERRY HOAGE VINEYARDS

7. FANCIFUL NAME (If any)
THE HEDGE

8a. MAILING ADDRESS, IF DIFFERENT

9. EMAIL ADDRESS
info@terryhoagevineyards.com

10. GRAPE VARIETAL(S) (If any)
Syrah

11. FORMULA

12. NET CONTENTS
750 MILLILITERS

13. ALCOHOL CONTENT
15.4

14. WINE APPELLATION IF ON LABEL
PASO ROBLES

15. WINE VINTAGE DATE IF ON LABEL
2011

16. PHONE NUMBER
(805) 238-2083

17. FAX NUMBER
(805) 238-2091

18. TYPE OF APPLICATION (Check applicable box(es))

a. [x] 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)

d. [ ] RESUBMISSION AFTER REJECTION TTB ID. NO. _____

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
05/01/2013	(Application was e-filed)	Jennifer Hoage

OMB No. 1513-0020

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
06/05/2013	Alexis S. Jewell

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

DESSERT /PORT/SHERRY/(COOKING) WINE

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 2.81 inches W X 3.08 inches H

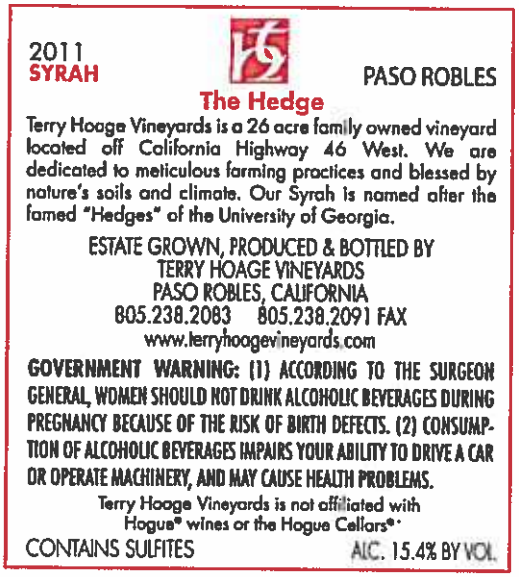


Image Type:

Back

Actual Dimensions: 3.66 inches W X 3.22 inches H

TERRY HOAGE
VINEYARDS
syrah2011
The Hedge

OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU **APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL** (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 12121001000508	

1. REP. ID. NO. (If any)	CT	OR
	88	01

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*
BWN-CA-15141	☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*	5. TYPE OF PRODUCT *(Required)*
130009	☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE

8. 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)

TERRY HOAGE VINEYARDS, SERINE-CANNONAU VINEYARD, INC.
870 ARBOR RD

PASO ROBLES CA 93446

TERRY HOAGE VINEYARDS (Used on label)

6. BRAND NAME *(Required)*
TERRY HOAGE VINEYARDS

FANCIFUL NAME *(If any)*
THE GAP

8a. MAILING ADDRESS, IF DIFFERENT

9. EMAIL ADDRESS	10. GRAPE VARIETAL(S) *(If any)*	11. FORMULA
info@terryhoagevineyards.com	Grenache Blanc, Picpoul Blanc, Roussanne	

12. NET CONTENTS	13. ALCOHOL CONTENT	14. WINE APPELLATION IF ON LABEL
750 MILLILITERS	14.5	PASO ROBLES

15. WINE VINTAGE DATE IF ON LABEL	16. PHONE NUMBER	17. FAX NUMBER
2012	(805) 238-2083	(805) 238-2091

18. TYPE OF APPLICATION (Check applicable box(es))

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)

d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
	(Application was e-filed)	

05/01/2013	Jennifer Hoage

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.

DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
06/05/2013	Alexis S. Jewell

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

DESSERT /PORT/SHERRY/(COOKING) WINE

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 2.81 inches W X 3.08 inches H

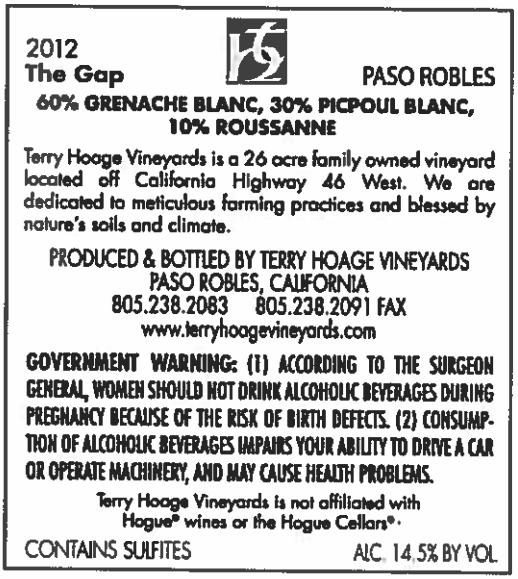


Image Type:

Back

Actual Dimensions: 3.66 inches W X 3.22 inches H

TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020

OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU **APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL** (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID [redacted]121001000509	

1. REP. ID. NO. (If any)	CT	OR
	88	01

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)
BWN-CA-15141	✓ Domestic Imported	TERRY HOAGE VINEYARDS, SERINE-CANNONAU VINEYARD, INC. 870 ARBOR RD PASO ROBLES CA 93446 TERRY HOAGE VINEYARDS (Used on label)

4. SERIAL NUMBER *(Required)*	5. TYPE OF PRODUCT *(Required)*
130007	✓ WINE DISTILLED SPIRITS MALT BEVERAGE

6. BRAND NAME *(Required)*	8a. MAILING ADDRESS, IF DIFFERENT
TERRY HOAGE VINEYARDS	
7. FANCIFUL NAME *(If any)* THREE-FOUR	

9. EMAIL ADDRESS	10. GRAPE VARIETAL(S) *(If any)*	11. FORMULA	18. TYPE OF APPLICATION (Check applicable box(es))
info@terryhoagevineyards.com	Syrah		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) d. RESUBMISSION AFTER REJECTION TTB ID. NO. _____

12. NET CONTENTS	13. ALCOHOL CONTENT	14. WINE APPELLATION IF ON LABEL
750 MILLILITERS	15.2	PASO ROBLES

15. WINE VINTAGE DATE IF ON LABEL	16. PHONE NUMBER	17. FAX NUMBER
2011	(805) 238-2083	(805) 238-2091

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
05/01/2013	(Application was e-filed)	Jennifer Hoage

OMB No. 1513-0020

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
05/2013	Alexis S. Jewell

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

EXPIRATION DATE (If any)

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

DESSERT /PORT/SHERRY/(COOKING) WINE

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 2.81 inches W X 3.08 inches H

2011

PASO ROBLES

SYRAH

Terry Hoage Vineyards is a 26 acre family owned vineyard located off California Highway 46 West. We are dedicated to meticulous farming practices and blessed by nature's soils and climate. Three-four Syrah is taken from a densely planted (3'x4') block of own rooted syrah planted for and shared with Justin Smith. It also happens to be Terry's jersey number for many of his playing days in the NFL.

ESTATE GROWN, PRODUCED & BOTTLED BY
TERRY HOAGE VINEYARDS
PASO ROBLES, CALIFORNIA
805.238.2083 805.238.2091 FAX
www.terryhoagevineyards.com

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.

Terry Hoage Vineyards is not affiliated with Hogue® wines or the Hogue Cellars®.

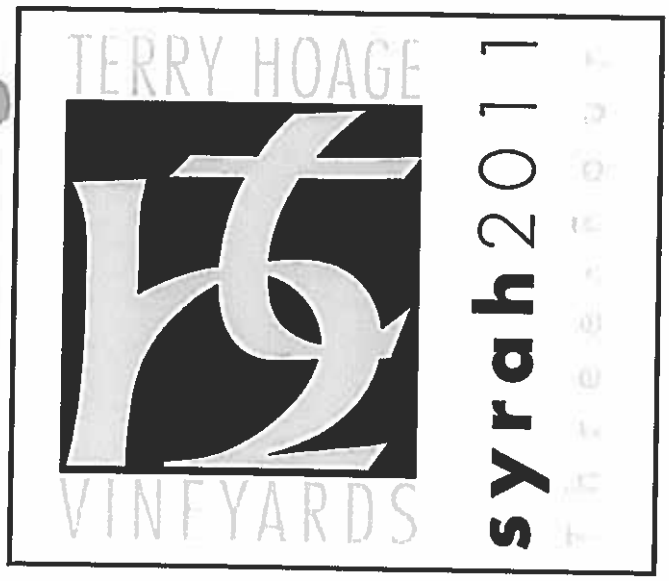
CONTAINS SULFITES ALC. 15.2% BY VOL.

Image Type:

Back

Actual Dimensions: 3.66 inches W X 3.22 inches H

OMB No. 1513-0020



OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU **APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL** (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID [redacted]051001000614	
1. REP. ID. NO. (If any): CT 81 / OR 01	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*
BWN-CA-15141	☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*	5. TYPE OF PRODUCT *(Required)*
140002	☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE

8. 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)

TERRY HOAGE VINEYARDS, SERINE-CANNONAU VINEYARD, INC.
870 ARBOR RD

PASO ROBLES CA 93446

TERRY HOAGE VINEYARDS (Used on label)

6. BRAND NAME *(Required)*
TERRY HOAGE VINEYARDS

[redacted]ANCIFUL NAME *(If any)*
PIK POOL

8a. MAILING ADDRESS, IF DIFFERENT

EXHIBIT 15
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

9. EMAIL ADDRESS	10. GRAPE VARIETAL(S) *(If any)*	11. FORMULA
info@terryhoagevineyards.com	Picpoul Blanc	

12. NET CONTENTS	13. ALCOHOL CONTENT	14. WINE APPELLATION IF ON LABEL
750 MILLILITERS	13.8	PASO ROBLES

15. WINE VINTAGE DATE IF ON LABEL	16. PHONE NUMBER	17. FAX NUMBER
2013	(805) 238-2083	(805) 238-2091

18. TYPE OF APPLICATION (Check applicable box(es))

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)

d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.
NET CONTENTS BLOWN INTO GLASS

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 [redacted]rrectly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and [redacted]mplied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
02/20/2014	(Application was e-filed)	Jennifer Hoage

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.

DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
[illegible]/18/2014	Patricia Lasadny

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

TABLE WHITE WINE

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 2.81 inches W X 3.08 inches H

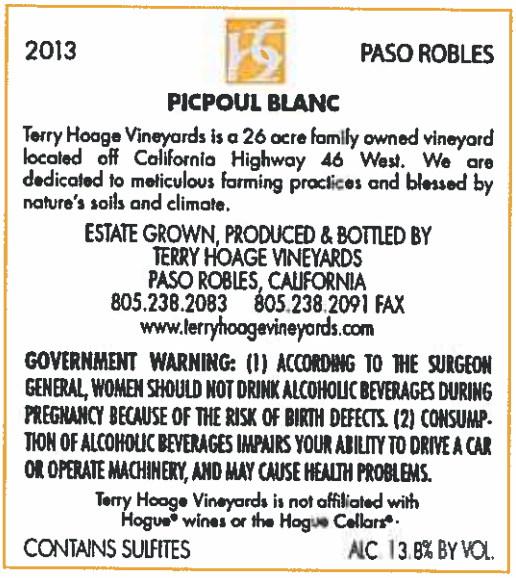


Image Type:

Back

Actual Dimensions: 3.66 inches W X 3.22 inches H

TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU **APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL** (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 051001000616	
1. REP. ID. NO. (If any): CT 81 / OR 01	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*
BWN-CA-15141	☑ Domestic ☐ Imported

4. SERIAL NUMBER *(Required)*	5. TYPE OF PRODUCT *(Required)*
140004	☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE

8. 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)

TERRY HOAGE VINEYARDS, SERINE-CANNONAU VINEYARD, INC.
870 ARBOR RD

PASO ROBLES CA 93446

TERRY HOAGE VINEYARDS (Used on label)

6. BRAND NAME *(Required)*
TERRY HOAGE VINEYARDS

ANCIFUL NAME *(If any)*
THE GAP

8a. MAILING ADDRESS, IF DIFFERENT

9. EMAIL ADDRESS	10. GRAPE VARIETAL(S) *(If any)*	11. FORMULA	18. TYPE OF APPLICATION (Check applicable box(es))
info@terryhoagevineyards.com	Grenache Blanc, Roussanne, Picpoul Blanc		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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS	**13. ALCOHOL CONTENT**	**14. WINE APPELLATION IF ON LABEL**	
750 MILLILITERS	13.6	PASO ROBLES	
15. WINE VINTAGE DATE IF ON LABEL	**16. PHONE NUMBER**	**17. FAX NUMBER**	
2013	(805) 238-2083	(805) 238-2091	

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.
NET CONTENTS BLOWN INTO GLASS

PART II - APPLICANT'S CERTIFICATION

der the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my owledge 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.

20. DATE OF	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR

APPLICATION	(Application was e-filed)	AUTHORIZED AGENT
02/20/2014		Jennifer Hoage

PART III - TTB CERTIFICATE

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

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
03/18/2014	Patricia Zasadny

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

TABLE WHITE WINE

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

nd (front)

Actual Dimensions: 2.81 inches W X 3.08 inches H

2013
The Gap PASO ROBLES

64% GRENACHE BLANC, 31% ROUSSANNE, 5% PICPOUL BLANC

Terry Hoage Vineyards is a 26 acre family owned vineyard located off California Highway 46 West. We are dedicated to meticulous farming practices and blessed by nature's soils and climate.

PRODUCED & BOTTLED BY TERRY HOAGE VINEYARDS
PASO ROBLES, CALIFORNIA
805.238.2083 805.238.2091 FAX
www.terryhoagevineyards.com

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.

Terry Hoage Vineyards is not affiliated with Hogue® wines or the Hogue Cellars®.

CONTAINS SULFITES ALC. 13.6% BY VOL.

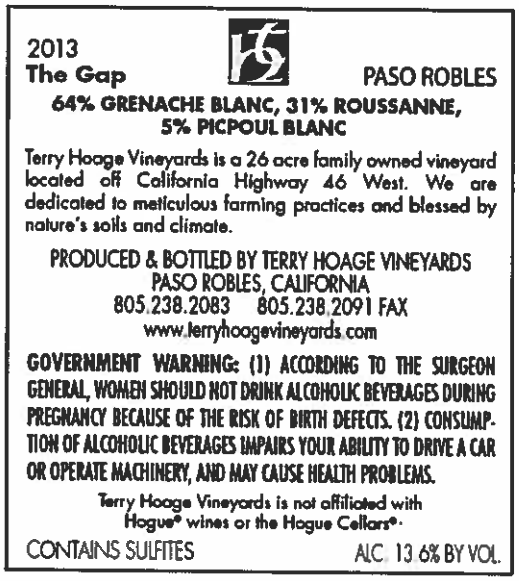
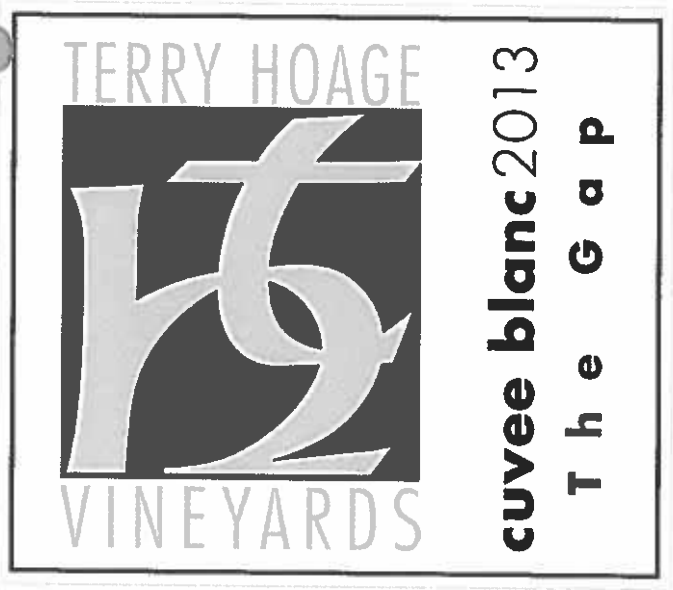


Image Type:

Back

Actual Dimensions: 3.66 inches W X 3.22 inches H



TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 14051001000618	
1. REP. ID. NO. (If any): CT 88 / OR 01	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)
BWN-CA-15141	☑ Domestic ☐ Imported	TERRY HOAGE VINEYARDS, SERINE-CANNONAU VINEYARD, INC. 870 ARBOR RD PASO ROBLES CA 93446 TERRY HOAGE VINEYARDS (Used on label)
4. SERIAL NUMBER *(Required)*	**5. TYPE OF PRODUCT *(Required)***	
140001	☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	
6. BRAND NAME *(Required)*		**8a. MAILING ADDRESS, IF DIFFERENT**
TERRY HOAGE VINEYARDS		
FANCIFUL NAME *(If any)*		
BAM BAM		

9. EMAIL ADDRESS	10. GRAPE VARIETAL(S) *(If any)*	11. FORMULA	18. TYPE OF APPLICATION (Check applicable box(es))
info@terryhoagevineyards.com	Syrah, Grenache		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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS	**13. ALCOHOL CONTENT**	**14. WINE APPELLATION IF ON LABEL**	
750 MILLILITERS	14.5	PASO ROBLES	
15. WINE VINTAGE DATE IF ON LABEL	**16. PHONE NUMBER**	**17. FAX NUMBER**	
2013	(805) 238-2083	(805) 238-2091	

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.
NET CONTENTS BLOWN INTO GLASS

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
02/20/2014	(Application was e-filed)	Jennifer Hoage

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
08/18/2014	Patricia Sweeney

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

DESSERT /PORT/SHERRY/(COOKING) WINE

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 2.81 inches W X 3.08 inches H

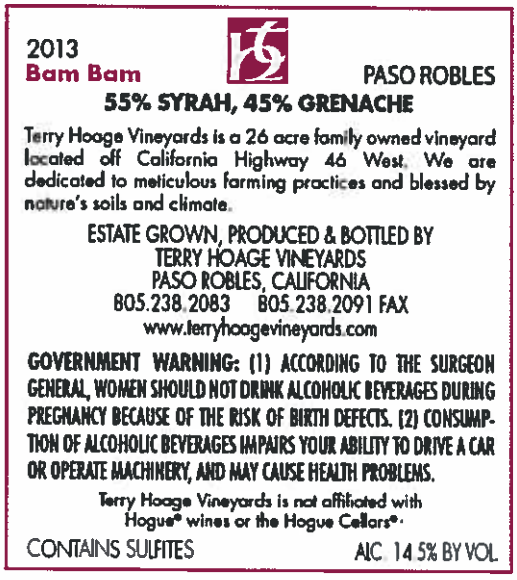


Image Type:

Back

Actual Dimensions: 3.66 inches W X 3.22 inches H

TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY

TTB ID
051001000621

1. REP. ID. NO. (If any)	CT	OR
	88	01

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL

(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required)
BWN-CA-15141

3. SOURCE OF PRODUCT (Required)
- [x] Domestic
- [ ] Imported

4. SERIAL NUMBER (Required)
140008

5. TYPE OF PRODUCT (Required)
- [x] WINE
- [ ] DISTILLED SPIRITS
- [ ] MALT BEVERAGE

8. 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)

TERRY HOAGE VINEYARDS, SERINE-CANNONAU VINEYARD, INC.
870 ARBOR RD

PASO ROBLES CA 93446

TERRY HOAGE VINEYARDS (Used on label)

6. BRAND NAME (Required)
TERRY HOAGE VINEYARDS

ANCIFUL NAME (If any)
ANNIVERSARY CUVEE

8a. MAILING ADDRESS, IF DIFFERENT

9. EMAIL ADDRESS
info@terryhoagevineyards.com

10. GRAPE VARIETAL(S) (If any)
Syrah, Grenache

11. FORMULA

12. NET CONTENTS
1.5 LITERS

13. ALCOHOL CONTENT
15.4

14. WINE APPELLATION IF ON LABEL
PASO ROBLES

15. WINE VINTAGE DATE IF ON LABEL
2012

16. PHONE NUMBER
(805) 238-2083

17. FAX NUMBER
(805) 238-2091

18. TYPE OF APPLICATION (Check applicable box(es))

a. [x] 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)

d. [ ] RESUBMISSION AFTER REJECTION TTB ID. NO. _____

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.
NET CONTENTS BLOWN INTO GLASS

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
02/20/2014	(Application was e-filed)	Jennifer Hoage

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.

DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
06/18/2014	Patricia Lasadny

FOR TTB USE ONLY

QUALIFICATIONS	EXPIRATION DATE (If any)
TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.	
STATUS	
THE STATUS IS APPROVED.	
CLASS/TYPE DESCRIPTION	
DESSERT /PORT/SHERRY/(COOKING) WINE	

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 2.81 inches W X 3.08 inches H

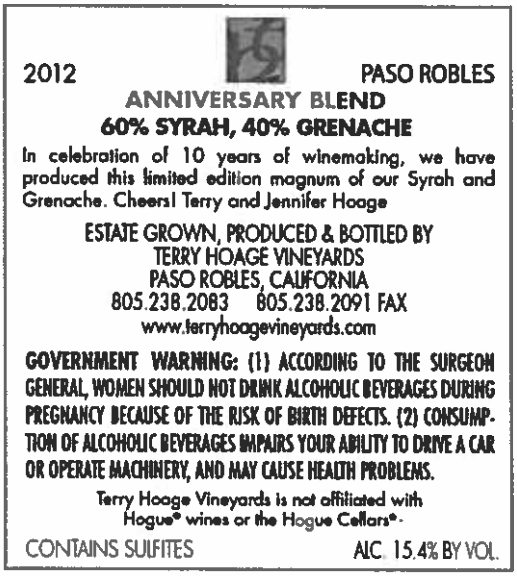


Image Type:

Back

Actual Dimensions: 3.66 inches W X 3.22 inches H

TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU **APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL** (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 051001000623	
1. REP. ID. NO. (If any): CT 88 / OR 01	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)
BWN-CA-15141	☑ Domestic ☐ Imported	TERRY HOAGE VINEYARDS, SERINE-CANNONAU VINEYARD, INC. 870 ARBOR RD PASO ROBLES CA 93446 TERRY HOAGE VINEYARDS (Used on label)
4. SERIAL NUMBER *(Required)* 140005	**5. TYPE OF PRODUCT** *(Required)* ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	
6. BRAND NAME *(Required)* TERRY HOAGE VINEYARDS		**8a. MAILING ADDRESS, IF DIFFERENT**
ANCIFUL NAME *(If any)* THE PICK		

9. EMAIL ADDRESS	10. GRAPE VARIETAL(S) *(If any)*	11. FORMULA	18. TYPE OF APPLICATION (Check applicable box(es))
info@terryhoagevineyards.com	Grenache, Syrah, Mourvedre, Cinsaut		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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS 750 MILLILITERS	**13. ALCOHOL CONTENT** 15.3	**14. WINE APPELLATION IF ON LABEL** PASO ROBLES	
15. WINE VINTAGE DATE IF ON LABEL 2012	**16. PHONE NUMBER** (805) 238-2083	**17. FAX NUMBER** (805) 238-2091	

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.
NET CONTENTS BLOWN INTO GLASS

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
	(Application was e-filed)	

02/20/2014		Jennifer Hoage

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.

DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
03/18/2014	Patricia Sfondrini

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

DESSERT /PORT/SHERRY/(COOKING) WINE

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 2.81 inches W X 3.08 inches H

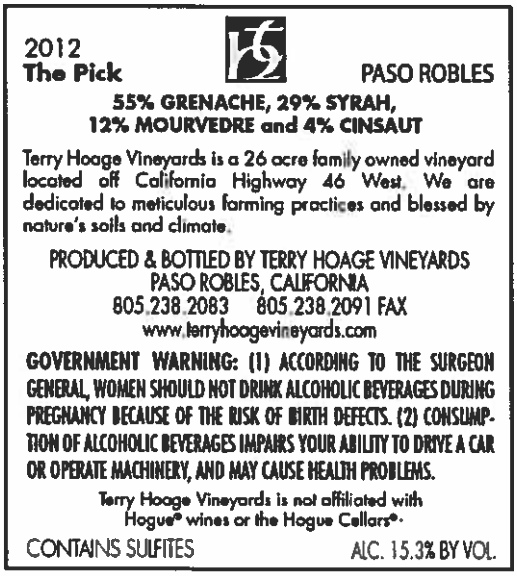


Image Type:

Back

Actual Dimensions: 3.66 inches W X 3.22 inches H

TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (07/31/2015)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU **APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL** (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 051001000625	
1. REP. ID. NO. (If any): CT 88 / OR 01	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)
BWN-CA-15141	☑ Domestic ☐ Imported	TERRY HOAGE VINEYARDS, SERINE-CANNONAU VINEYARD, INC. 870 ARBOR RD PASO ROBLES CA 93446 TERRY HOAGE VINEYARDS (Used on label)
4. SERIAL NUMBER *(Required)* 140006	**5. TYPE OF PRODUCT** *(Required)* ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	
6. BRAND NAME *(Required)* TERRY HOAGE VINEYARDS		**8a. MAILING ADDRESS, IF DIFFERENT**
FANCIFUL NAME *(If any)* 5 BLOCKS		

9. EMAIL ADDRESS	10. GRAPE VARIETAL(S) *(If any)*	11. FORMULA	18. TYPE OF APPLICATION (Check applicable box(es))
info@terryhoagevineyards.com	Syrah, Mourvedre, Grenache, Cinsaut		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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS 750 MILLILITERS	**13. ALCOHOL CONTENT** 15.2	**14. WINE APPELLATION IF ON LABEL** PASO ROBLES	
15. WINE VINTAGE DATE IF ON LABEL 2012	**16. PHONE NUMBER** (805) 238-2083	**17. FAX NUMBER** (805) 238-2091	

19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.
NET CONTENTS BLOWN INTO GLASS

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
	(Application was e-filed)	

02/20/2014		Jennifer Hoage

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.

DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
03/18/2014	Patricia Sfondrey

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

DESSERT /PORT/SHERRY/(COOKING) WINE

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

ual Dimensions: 2.81 inches W X 3.08 inches H

ge Type:

Back

Actual Dimensions: 3.66 inches W X 3.22 inches H

TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE

EXHIBIT 16
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

syrah2003
the head
syrah2003
the head
syrah2003
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syrah2003
the head
syrah2003
the head
syrah2003
the head
syrah2003
the head

TERRY HOAGE
YARDS
syrah2004
The Hedge

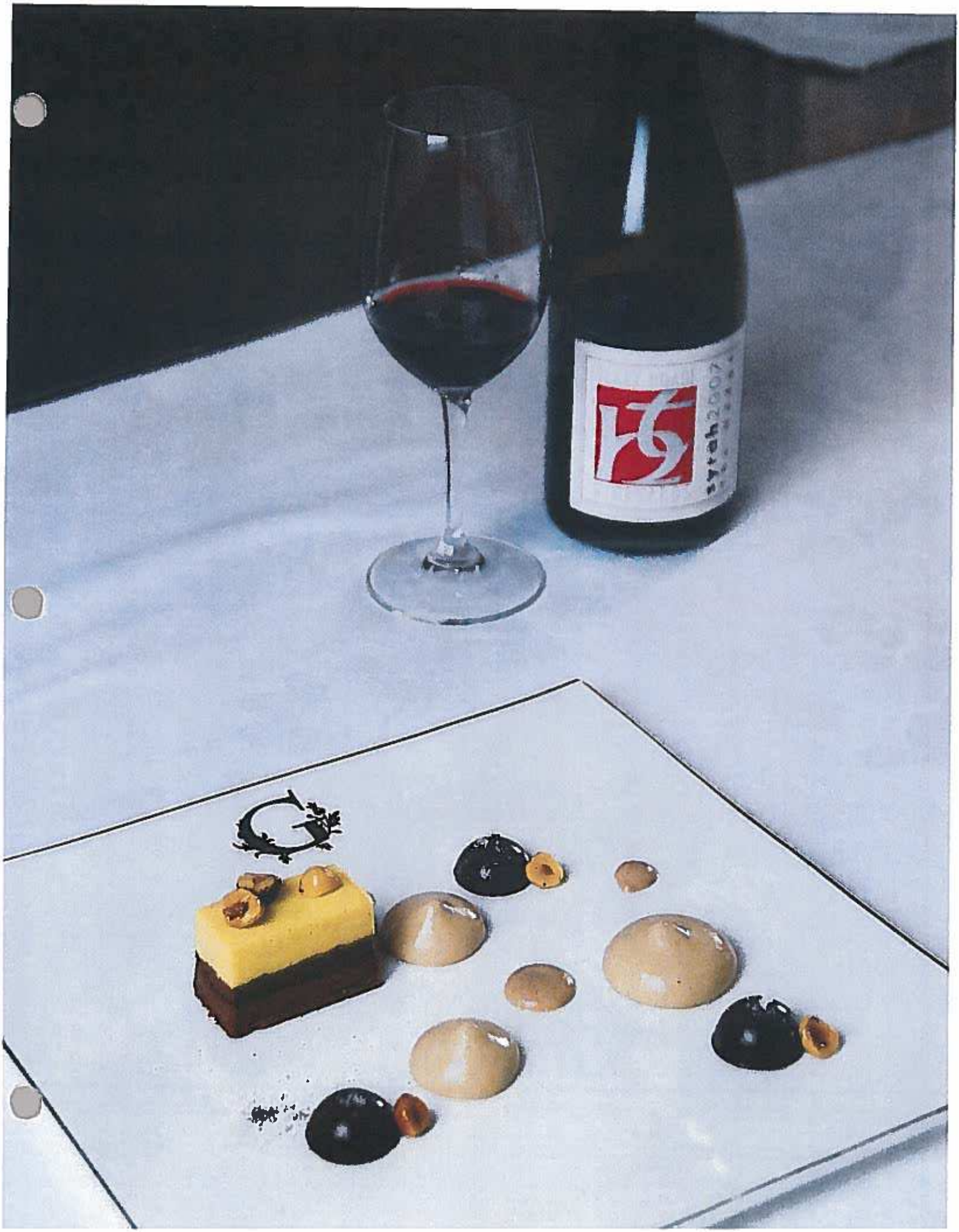
syrah2004
syrah2004
syrah2004
syrah2004

HOAGE
cuvee2006
5 Blocks

grenache

grenache2006
skins

cuvee 2006
syrah 2006


Syrah 2007

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
[redacted]											
Sales Receipt	10/12/2008	917		[redacted]		3		30.60	91.80	91.80	91.80
Sales Receipt	10/12/2008	917				3		32.30	96.90	96.90	188.70
Sales Receipt	10/12/2008	917				3		34.00	102.00	102.00	290.70
Sales Receipt	10/12/2008	917				3		38.25	114.75	114.75	405.45
Sales Receipt	10/12/2008	917				3		40.80	122.40	122.40	527.85
Total [redacted]						15				527.85	527.85
[redacted]											
Invoice	01/06/2014	2013-...	[redacted]	[redacted]		12		41.85	502.20	502.20	502.20
Total [redacted]						12				502.20	502.20
[redacted]											
Invoice	04/15/2011	2011-...	[redacted]	[redacted]		216		25.00	5,400.00	5,400.00	5,400.00
Invoice	11/08/2011	2011-...				215		25.00	5,375.00	5,375.00	10,775.00
Invoice	04/21/2013	2013-34				240		28.50	6,840.00	6,840.00	17,615.00
Invoice	05/15/2013	2013-47				240		28.50	6,840.00	6,840.00	24,455.00
Credit Memo	08/15/2013	2013-62				-3		28.38667	-85.16	-85.16	24,369.84
Credit Memo	08/15/2013	2013-69				-12		28.3875	-340.65	-340.65	24,029.19
Total [redacted]						896				24,029.19	24,029.19
[redacted]											
Invoice	11/29/2009	2008-...	[redacted]	[redacted]		24		40.00	960.00	312.00	312.00
Invoice	11/29/2009	2008-...				-1		312.00	-312.00	-312.00	0.00
Sales Receipt	12/07/2009	2941				12		45.00	540.00	540.00	540.00
Sales Receipt	12/07/2009	2941				1		-176.00	-176.00	-176.00	364.00
Credit Memo	12/07/2009	2008-...				-12		45.00	-540.00	-364.00	0.00
Credit Memo	12/07/2009	2008-...				-12		45.00	-540.00	-176.00	-176.00
Credit Memo	12/07/2009	2008-...				-1		-176.00	176.00	176.00	0.00
Sales Receipt	12/07/2009	2942				12		45.00	540.00	540.00	540.00
Sales Receipt	12/07/2009	2942				1		-176.00	-176.00	-176.00	364.00
Invoice	03/03/2010	2008-...				24		40.00	960.00	648.00	1,012.00
Sales Receipt	12/03/2010	5731				12		30.40	364.80	364.80	1,376.80
Sales Receipt	12/03/2010	5731				12		38.40	460.80	460.80	1,837.60
Sales Receipt	12/03/2010	5732				12		30.40	364.80	364.80	2,202.40
Sales Receipt	12/03/2010	5732				12		38.40	460.80	460.80	2,663.20
Invoice	09/26/2011	2011-...				12		38.40	460.80	460.80	3,124.00
Invoice	01/12/2012	2011-...				24		38.40	921.60	921.60	4,045.60
Sales Receipt	05/07/2012	12152				12		30.40	364.80	364.80	4,410.40
Sales Receipt	05/07/2012	12153				12		0.00	0.00	0.00	4,410.40
Invoice	09/26/2012	2012-...				24		30.40	729.60	729.60	5,140.00
Invoice	09/26/2012	2012-...				24		38.40	921.60	921.60	6,061.60
Invoice	03/01/2013	2013-20				3		30.40	91.20	91.20	6,152.80
Invoice	03/01/2013	2013-20				3		38.40	115.20	115.20	6,268.00
Invoice	03/01/2013	2013-20				3		38.40	115.20	115.20	6,383.20
Invoice	11/20/2013	2013-...				12		30.40	364.80	364.80	6,748.00
Tota [redacted]						213				6,748.00	6,748.00

EXHIBIT 18
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

TRADE SECRET / COMMERCIALLY SENSITIVE

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
[redacted]											
Invoice	02/23/2012	2012-...				1		48.00	48.00	6.71	6.71
Invoice	02/23/2012	2012-...				1		48.00	48.00	16.09	22.80
Invoice	02/23/2012	2012-...				1		-48.00	-48.00	-6.71	16.09
Invoice	02/23/2012	2012-...				1		-48.00	-48.00	-33.59	-17.50
Invoice	02/23/2012	2012-...				1		-48.00	-48.00	-7.70	-25.20
Invoice	02/23/2012	2012-...				5		48.00	240.00	80.47	55.27
Invoice	02/23/2012	2012-...				5		48.00	240.00	33.59	88.86
Invoice	02/23/2012	2012-...				1		-115.00	-115.00	-80.47	8.39
Invoice	02/23/2012	2012-...				1		-115.00	-115.00	-18.44	-10.05
Invoice	02/23/2012	2012-...				1		-115.00	-115.00	-16.09	-26.14
Invoice	02/23/2012	2012-...				1		54.99	54.99	18.44	-7.70
Invoice	02/24/2012	2012-...				1		54.99	54.99	7.70	0.00
Invoice	02/24/2012	2012-...				1		48.00	48.00	25.20	25.20
Invoice	02/24/2012	2012-...				5		48.00	240.00	125.94	151.14
Credit Memo	02/24/2012	2012-...				1		54.99	54.99	28.85	179.99
Credit Memo	02/24/2012	2012-...				-1		48.00	-48.00	-16.09	163.90
Credit Memo	02/24/2012	2012-...				-1		48.00	-48.00	-6.71	157.19
Credit Memo	02/24/2012	2012-...				-1		48.00	-48.00	-25.20	131.99
Credit Memo	02/24/2012	2012-...				-1		-48.00	48.00	6.71	138.70
Credit Memo	02/24/2012	2012-...				-1		-48.00	48.00	33.59	172.29
Credit Memo	02/24/2012	2012-...				-1		-48.00	48.00	7.70	179.99
Credit Memo	02/24/2012	2012-...				-5		48.00	-240.00	-80.47	99.52
Credit Memo	02/24/2012	2012-...				-5		48.00	-240.00	-33.59	65.93
Credit Memo	02/24/2012	2012-...				-5		48.00	-240.00	-125.94	-60.01
Credit Memo	02/24/2012	2012-...				-1		-115.00	115.00	18.44	-41.57
Credit Memo	02/24/2012	2012-...				-1		-115.00	115.00	16.09	-25.48
Credit Memo	02/24/2012	2012-...				-1		-115.00	115.00	80.47	54.99
Credit Memo	02/24/2012	2012-...				-1		54.99	-54.99	-7.70	47.29
Credit Memo	02/24/2012	2012-...				-1		54.99	-54.99	-18.44	28.85
Credit Memo	02/24/2012	2012-...				-1		54.99	-54.99	-28.85	0.00
Sales Receipt	02/24/2012	11192				1		48.00	48.00	48.00	48.00
Sales Receipt	02/24/2012	11192				1		-48.00	-48.00	-48.00	0.00
Sales Receipt	02/24/2012	11192				5		48.00	240.00	240.00	240.00
Sales Receipt	02/24/2012	11192				1		-115.00	-115.00	-115.00	125.00
Sales Receipt	02/24/2012	11192				1		54.99	54.99	54.99	179.99
Invoice	04/25/2012	2012-...				120		25.00	3,000.00	3,000.00	3,179.99
Tota[redacted]						129				3,179.99	3,179.99
[redacted]											
Invoice	06/17/2011	2011-...				120		25.00	3,000.00	3,000.00	3,000.00
Invoice	06/17/2011	2011-...				24		25.00	600.00	600.00	3,600.00
Invoice	05/10/2013	2013-39				48		25.00	1,200.00	1,200.00	4,800.00
Invoice	05/10/2013	2013-39				96		25.00	2,400.00	2,400.00	7,200.00
Invoice	05/10/2013	2013-39				48		25.00	1,200.00	1,200.00	8,400.00
Invoice	05/10/2013	2013-39				96		25.00	2,400.00	2,400.00	10,800.00
Total[redacted]						432				10,800.00	10,800.00
[redacted]											
Invoice	10/19/2006	123				120		20.00	2,400.00	2,400.00	2,400.00
Invoice	10/19/2006	123				120		22.50	2,700.00	2,700.00	5,100.00
Invoice	10/19/2006	123				1		8.00	8.00	8.00	5,108.00
Total[redacted]						241				5,108.00	5,108.00

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
[redacted]											
Invoice	10/23/2007	2007-84	[redacted]	[redacted]		336		22.50	7,560.00	7,560.00	7,560.00
Invoice	10/23/2007	2007-84				360		20.00	7,200.00	7,200.00	14,760.00
Invoice	10/23/2007	2007-84				300		19.00	5,700.00	5,700.00	20,460.00
Invoice	06/13/2008	2008-17				130		18.00	2,340.00	2,340.00	22,800.00
Invoice	06/13/2008	2008-17				70		14.00	980.00	980.00	23,780.00
Invoice	06/13/2008	2008-17				58		14.00	812.00	812.00	24,592.00
Invoice	03/09/2009	2008-65				129		19.00	2,451.00	20.42	24,612.42
Invoice	03/09/2009	2008-65				129		19.00	2,451.00	16.15	24,628.57
Invoice	03/09/2009	2008-65				129		19.00	2,451.00	19.13	24,647.70
Invoice	03/09/2009	2008-65				3		19.00	57.00	0.47	24,648.17
Invoice	03/09/2009	2008-65				3		19.00	57.00	0.38	24,648.55
Invoice	03/09/2009	2008-65				3		19.00	57.00	0.45	24,649.00
Invoice	03/09/2009	2008-65				1		-57.00	-57.00	-19.14	24,629.86
Invoice	03/09/2009	2008-65				1		-57.00	-57.00	-0.45	24,629.41
Invoice	03/09/2009	2008-65				1		-57.00	-57.00	-0.47	24,628.94
Invoice	03/09/2009	2008-65				1		-57.00	-57.00	-20.41	24,608.53
Invoice	03/09/2009	2008-65				1		-57.00	-57.00	-0.38	24,608.15
Invoice	03/09/2009	2008-65				1		-57.00	-57.00	-16.15	24,592.00
Invoice	03/09/2009	2008-65				129		22.50	2,902.50	24.17	24,616.17
Invoice	03/09/2009	2008-65				129		22.50	2,902.50	22.66	24,638.83
Invoice	03/09/2009	2008-65				129		22.50	2,902.50	19.14	24,657.97
Invoice	03/09/2009	2008-65				3		22.50	67.50	0.56	24,658.53
Invoice	03/09/2009	2008-65				3		22.50	67.50	0.53	24,659.06
Invoice	03/09/2009	2008-65				3		22.50	67.50	0.45	24,659.51
Invoice	03/09/2009	2008-65				1		-67.50	-67.50	-22.66	24,636.85
Invoice	03/09/2009	2008-65				1		-67.50	-67.50	-0.53	24,636.32
Invoice	03/09/2009	2008-65				1		-67.50	-67.50	-24.17	24,612.15
Invoice	03/09/2009	2008-65				1		-67.50	-67.50	-0.56	24,611.59
Invoice	03/09/2009	2008-65				1		-67.50	-67.50	-19.13	24,592.46
Invoice	03/09/2009	2008-65				1		-67.50	-67.50	-0.45	24,592.01
Invoice	03/09/2009	2008-65				129		24.00	3,096.00	20.41	24,612.42
Invoice	03/09/2009	2008-65				129		24.00	3,096.00	25.78	24,638.20
Invoice	03/09/2009	2008-65				129		24.00	3,096.00	24.17	24,662.37
Invoice	03/09/2009	2008-65				3		24.00	72.00	0.60	24,662.97
Invoice	03/09/2009	2008-65				3		24.00	72.00	0.47	24,663.44
Invoice	03/09/2009	2008-65				3		24.00	72.00	0.56	24,664.00
Invoice	03/09/2009	2008-65				1		-72.00	-72.00	-25.78	24,638.22
Invoice	03/09/2009	2008-65				1		-72.00	-72.00	-0.56	24,637.66
Invoice	03/09/2009	2008-65				1		-72.00	-72.00	-24.17	24,613.49
Invoice	03/09/2009	2008-65				1		-72.00	-72.00	-0.47	24,613.02
Invoice	03/09/2009	2008-65				1		-72.00	-72.00	-20.42	24,592.60
Invoice	03/09/2009	2008-65				1		-72.00	-72.00	-0.60	24,592.00
Invoice	05/14/2009	2008-65				129		19.00	2,451.00	2,395.30	26,987.30
Invoice	05/14/2009	2008-65				3		19.00	57.00	55.70	27,043.00
Invoice	05/14/2009	2008-65				129		22.50	2,902.50	2,836.53	29,879.53
Invoice	05/14/2009	2008-65				3		22.50	67.50	65.96	29,945.49
Invoice	05/14/2009	2008-65				129		24.00	3,096.00	3,025.64	32,971.13
Invoice	05/14/2009	2008-65				3		24.00	72.00	70.37	33,041.50
[redacted]						1,653				33,041.50	33,041.50

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
[redacted]											
Sales Receipt	06/17/2009	1702				20		22.40	448.00	448.00	448.00
Sales Receipt	06/17/2009	1702				1		-27.85	-27.85	-27.85	420.15
Sales Receipt	06/17/2009	1702				18		25.60	460.80	460.80	880.95
Sales Receipt	06/17/2009	1702				1		-28.65	-28.65	-28.65	852.30
Sales Receipt	06/17/2009	1702				16		16.00	256.00	256.00	1,108.30
Sales Receipt	06/17/2009	1702				1		-15.92	-15.92	-15.92	1,092.38
Sales Receipt	06/17/2009	1702				20		28.80	576.00	576.00	1,668.38
Sales Receipt	06/17/2009	1702				1		-35.82	-35.82	-35.82	1,632.56
Sales Receipt	06/27/2009	1699				20		22.40	448.00	448.00	2,080.56
Sales Receipt	06/27/2009	1699				16		25.60	409.60	409.60	2,490.16
Sales Receipt	06/27/2009	1699				18		16.00	288.00	288.00	2,778.16
Sales Receipt	06/27/2009	1699				20		28.80	576.00	576.00	3,354.16
Credit Memo	06/27/2009	2008-80				-20		22.40	-448.00	-448.00	2,906.16
Credit Memo	06/27/2009	2008-80				-16		25.60	-409.60	-409.60	2,496.56
Credit Memo	06/27/2009	2008-80				-18		16.00	-288.00	-288.00	2,208.56
Credit Memo	06/27/2009	2008-80				-20		28.80	-576.00	-576.00	1,632.56
Invoice	07/15/2009	2008-78				20		22.40	448.00	448.00	2,080.56
Invoice	07/15/2009	2008-78				18		25.60	460.80	460.80	2,541.36
Invoice	07/15/2009	2008-78				16		16.00	256.00	256.00	2,797.36
Invoice	07/15/2009	2008-78				20		28.80	576.00	576.00	3,373.36
Credit Memo	07/15/2009	2008-81				-20		22.40	-448.00	-448.00	2,925.36
Credit Memo	07/15/2009	2008-81				-18		25.60	-460.80	-460.80	2,464.56
Credit Memo	07/15/2009	2008-81				-16		16.00	-256.00	-256.00	2,208.56
Credit Memo	07/15/2009	2008-81				-20		28.80	-576.00	-576.00	1,632.56
Total [redacted]						78				1,632.56	1,632.56
[redacted]											
Invoice	09/26/2011	2011-...				24		33.33333	800.00	800.00	800.00
Invoice	09/26/2011	2011-...				24		33.33333	800.00	800.00	1,600.00
Total [redacted]						48				1,600.00	1,600.00
[redacted]											
Invoice	05/21/2008	2008-15				58		22.50	1,305.00	1,305.00	1,305.00
Invoice	07/15/2008	2008-16				129		18.00	2,322.00	2,322.00	3,627.00
Invoice	07/15/2008	2008-16				129		19.00	2,451.00	2,451.00	6,078.00
Invoice	07/15/2008	2008-16				129		20.00	2,580.00	2,580.00	8,658.00
Invoice	03/09/2009	2008-67				129		18.00	2,322.00	11.94	8,669.94
Invoice	03/09/2009	2008-67				129		18.00	2,322.00	13.27	8,683.21
Invoice	03/09/2009	2008-67				129		18.00	2,322.00	14.93	8,698.14
Invoice	03/09/2009	2008-67				129		18.00	2,322.00	12.61	8,710.75
Invoice	03/09/2009	2008-67				3		18.00	54.00	0.28	8,711.03
Invoice	03/09/2009	2008-67				3		18.00	54.00	0.29	8,711.32
Invoice	03/09/2009	2008-67				3		18.00	54.00	0.31	8,711.63
Invoice	03/09/2009	2008-67				3		18.00	54.00	0.34	8,711.97
Invoice	03/09/2009	2008-67				1		-54.00	-54.00	-0.35	8,711.62
Invoice	03/09/2009	2008-67				1		-54.00	-54.00	-14.94	8,696.68
Invoice	03/09/2009	2008-67				1		-54.00	-54.00	-0.31	8,696.37
Invoice	03/09/2009	2008-67				1		-54.00	-54.00	-0.29	8,696.08
Invoice	03/09/2009	2008-67				1		-54.00	-54.00	-12.61	8,683.47
Invoice	03/09/2009	2008-67				1		-54.00	-54.00	-0.28	8,683.19
Invoice	03/09/2009	2008-67				1		-54.00	-54.00	-11.94	8,671.25
Invoice	03/09/2009	2008-67				1		-54.00	-54.00	-13.28	8,657.97
Invoice	03/09/2009	2008-67				129		19.00	2,451.00	15.77	8,673.74
Invoice	03/09/2009	2008-67				129		19.00	2,451.00	14.01	8,687.75

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	03/09/2009	2008-67	[redacted]			129		19.00	2,451.00	13.31	8,701.06
Invoice	03/09/2009	2008-67				129		19.00	2,451.00	12.61	8,713.67
Invoice	03/09/2009	2008-67				3		19.00	57.00	0.37	8,714.04
Invoice	03/09/2009	2008-67				3		19.00	57.00	0.33	8,714.37
Invoice	03/09/2009	2008-67				3		19.00	57.00	0.31	8,714.68
Invoice	03/09/2009	2008-67				3		19.00	57.00	0.29	8,714.97
Invoice	03/09/2009	2008-67				1		-57.00	-57.00	-15.77	8,699.20
Invoice	03/09/2009	2008-67				1		-57.00	-57.00	-0.33	8,698.87
Invoice	03/09/2009	2008-67				1		-57.00	-57.00	-14.01	8,684.86
Invoice	03/09/2009	2008-67				1		-57.00	-57.00	-0.31	8,684.55
Invoice	03/09/2009	2008-67				1		-57.00	-57.00	-13.31	8,671.24
Invoice	03/09/2009	2008-67				1		-57.00	-57.00	-0.29	8,670.95
Invoice	03/09/2009	2008-67				1		-57.00	-57.00	-12.61	8,658.34
Invoice	03/09/2009	2008-67				1		-57.00	-57.00	-0.37	8,657.97
Invoice	03/09/2009	2008-67				129		20.00	2,580.00	13.28	8,671.25
Invoice	03/09/2009	2008-67				129		20.00	2,580.00	14.01	8,685.26
Invoice	03/09/2009	2008-67				129		20.00	2,580.00	16.60	8,701.86
Invoice	03/09/2009	2008-67				129		20.00	2,580.00	14.75	8,716.61
Invoice	03/09/2009	2008-67				3		20.00	60.00	0.31	8,716.92
Invoice	03/09/2009	2008-67				3		20.00	60.00	0.33	8,717.25
Invoice	03/09/2009	2008-67				3		20.00	60.00	0.34	8,717.59
Invoice	03/09/2009	2008-67				3		20.00	60.00	0.39	8,717.98
Invoice	03/09/2009	2008-67				1		-60.00	-60.00	-0.39	8,717.59
Invoice	03/09/2009	2008-67				1		-60.00	-60.00	-16.60	8,700.99
Invoice	03/09/2009	2008-67				1		-60.00	-60.00	-0.34	8,700.65
Invoice	03/09/2009	2008-67				1		-60.00	-60.00	-14.75	8,685.90
Invoice	03/09/2009	2008-67				1		-60.00	-60.00	-0.33	8,685.57
Invoice	03/09/2009	2008-67				1		-60.00	-60.00	-14.01	8,671.56
Invoice	03/09/2009	2008-67				1		-60.00	-60.00	-0.31	8,671.25
Invoice	03/09/2009	2008-67				1		-60.00	-60.00	-13.27	8,657.98
Invoice	03/09/2009	2008-67				129		22.50	2,902.50	15.77	8,673.75
Invoice	03/09/2009	2008-67				129		22.50	2,902.50	18.67	8,692.42
Invoice	03/09/2009	2008-67				129		22.50	2,902.50	14.94	8,707.36
Invoice	03/09/2009	2008-67				129		22.50	2,902.50	16.60	8,723.96
Invoice	03/09/2009	2008-67				3		22.50	67.50	0.37	8,724.33
Invoice	03/09/2009	2008-67				3		22.50	67.50	0.43	8,724.76
Invoice	03/09/2009	2008-67				3		22.50	67.50	0.39	8,725.15
Invoice	03/09/2009	2008-67				3		22.50	67.50	0.35	8,725.50
Invoice	03/09/2009	2008-67				1		-67.50	-67.50	-18.67	8,706.83
Invoice	03/09/2009	2008-67				1		-67.50	-67.50	-15.77	8,691.06
Invoice	03/09/2009	2008-67				1		-67.50	-67.50	-0.43	8,690.63
Invoice	03/09/2009	2008-67				1		-67.50	-67.50	-16.60	8,674.03
Invoice	03/09/2009	2008-67				1		-67.50	-67.50	-0.37	8,673.66
Invoice	03/09/2009	2008-67				1		-67.50	-67.50	-0.34	8,673.32
Invoice	03/09/2009	2008-67				1		-67.50	-67.50	-14.93	8,658.39
Invoice	03/09/2009	2008-67				1		-67.50	-67.50	-0.39	8,658.00
Invoice	03/19/2009	2008-69				82		24.00	1,968.00	46.86	8,704.86
Invoice	03/19/2009	2008-69				2		24.00	48.00	1.14	8,706.00
Invoice	03/19/2009	2008-69				1		-48.00	-48.00	-1.14	8,704.86
Invoice	03/19/2009	2008-69				1		-48.00	-48.00	-46.86	8,658.00
Invoice	04/09/2009	2008-71				47		20.00	940.00	1.87	8,659.87
Invoice	04/09/2009	2008-71				47		20.00	940.00	3.00	8,662.87
Invoice	04/09/2009	2008-71				47		20.00	940.00	1.87	8,664.74
Invoice	04/09/2009	2008-71				47		20.00	940.00	4.22	8,668.96
Invoice	04/09/2009	2008-71				47		20.00	940.00	4.49	8,673.45
Invoice	04/09/2009	2008-71				47		20.00	940.00	12.15	8,685.60

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	04/09/2009	2008-71	[redacted]			1		20.00	20.00	0.04	8,685.64
Invoice	04/09/2009	2008-71				1		20.00	20.00	0.07	8,685.71
Invoice	04/09/2009	2008-71				1		20.00	20.00	0.26	8,685.97
Invoice	04/09/2009	2008-71				1		20.00	20.00	0.04	8,686.01
Invoice	04/09/2009	2008-71				1		20.00	20.00	0.09	8,686.10
Invoice	04/09/2009	2008-71				1		20.00	20.00	0.10	8,686.20
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-0.04	8,686.16
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-5.82	8,680.34
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-0.09	8,680.25
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-6.21	8,674.04
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-0.10	8,673.94
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-4.14	8,669.80
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-0.06	8,669.74
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-1.63	8,668.11
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-0.04	8,668.07
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-1.87	8,666.20
Invoice	04/09/2009	2008-71				130		22.50	2,925.00	37.84	8,704.04
Invoice	04/09/2009	2008-71				130		22.50	2,925.00	13.97	8,718.01
Invoice	04/09/2009	2008-71				130		22.50	2,925.00	13.10	8,731.11
Invoice	04/09/2009	2008-71				130		22.50	2,925.00	5.82	8,736.93
Invoice	04/09/2009	2008-71				130		22.50	2,925.00	5.82	8,742.75
Invoice	04/09/2009	2008-71				130		22.50	2,925.00	9.32	8,752.07
Invoice	04/09/2009	2008-71				2		22.50	45.00	0.14	8,752.21
Invoice	04/09/2009	2008-71				2		22.50	45.00	0.58	8,752.79
Invoice	04/09/2009	2008-71				2		22.50	45.00	0.21	8,753.00
Invoice	04/09/2009	2008-71				2		22.50	45.00	0.20	8,753.20
Invoice	04/09/2009	2008-71				2		22.50	45.00	0.09	8,753.29
Invoice	04/09/2009	2008-71				2		22.50	45.00	0.09	8,753.38
Invoice	04/09/2009	2008-71				1		-45.00	-45.00	-4.22	8,749.16
Invoice	04/09/2009	2008-71				1		-45.00	-45.00	-0.09	8,749.07
Invoice	04/09/2009	2008-71				1		-45.00	-45.00	-13.10	8,735.97
Invoice	04/09/2009	2008-71				1		-45.00	-45.00	-9.31	8,726.66
Invoice	04/09/2009	2008-71				1		-45.00	-45.00	-0.21	8,726.45
Invoice	04/09/2009	2008-71				1		-45.00	-45.00	-0.14	8,726.31
Invoice	04/09/2009	2008-71				1		-45.00	-45.00	-3.67	8,722.64
Invoice	04/09/2009	2008-71				1		-45.00	-45.00	-0.09	8,722.55
Invoice	04/09/2009	2008-71				1		-45.00	-45.00	-0.20	8,722.35
Invoice	04/09/2009	2008-71				1		-45.00	-45.00	-13.97	8,708.38
Invoice	04/09/2009	2008-71				130		24.00	3,120.00	13.97	8,722.35
Invoice	04/09/2009	2008-71				130		24.00	3,120.00	6.21	8,728.56
Invoice	04/09/2009	2008-71				130		24.00	3,120.00	14.90	8,743.46
Invoice	04/09/2009	2008-71				130		24.00	3,120.00	40.36	8,783.82
Invoice	04/09/2009	2008-71				130		24.00	3,120.00	6.21	8,790.03
Invoice	04/09/2009	2008-71				130		24.00	3,120.00	9.93	8,799.96
Invoice	04/09/2009	2008-71				2		24.00	48.00	0.10	8,800.06
Invoice	04/09/2009	2008-71				2		24.00	48.00	0.62	8,800.68
Invoice	04/09/2009	2008-71				2		24.00	48.00	0.21	8,800.89
Invoice	04/09/2009	2008-71				2		24.00	48.00	0.10	8,800.99
Invoice	04/09/2009	2008-71				2		24.00	48.00	0.23	8,801.22
Invoice	04/09/2009	2008-71				2		24.00	48.00	0.15	8,801.37
Invoice	04/09/2009	2008-71				1		-48.00	-48.00	-0.23	8,801.14
Invoice	04/09/2009	2008-71				1		-48.00	-48.00	-0.15	8,800.99
Invoice	04/09/2009	2008-71				1		-48.00	-48.00	-3.92	8,797.07
Invoice	04/09/2009	2008-71				1		-48.00	-48.00	-0.10	8,796.97
Invoice	04/09/2009	2008-71				1		-48.00	-48.00	-14.90	8,782.07
Invoice	04/09/2009	2008-71				1		-48.00	-48.00	-0.21	8,781.86

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	04/09/2009	2008-71	[redacted]			1		-48.00	-48.00	-4.49	8,777.37
Invoice	04/09/2009	2008-71				1		-48.00	-48.00	-0.10	8,777.27
Invoice	04/09/2009	2008-71				1		-48.00	-48.00	-13.97	8,763.30
Invoice	04/09/2009	2008-71				1		-48.00	-48.00	-9.93	8,753.37
Invoice	04/09/2009	2008-71				130		16.00	2,080.00	4.14	8,757.51
Invoice	04/09/2009	2008-71				130		16.00	2,080.00	9.31	8,766.82
Invoice	04/09/2009	2008-71				130		16.00	2,080.00	9.93	8,776.75
Invoice	04/09/2009	2008-71				130		16.00	2,080.00	26.91	8,803.66
Invoice	04/09/2009	2008-71				130		16.00	2,080.00	6.62	8,810.28
Invoice	04/09/2009	2008-71				130		16.00	2,080.00	4.14	8,814.42
Invoice	04/09/2009	2008-71				1		-130.00	-130.00	-10.61	8,803.81
Invoice	04/09/2009	2008-71				1		-130.00	-130.00	-0.26	8,803.55
Invoice	04/09/2009	2008-71				1		-130.00	-130.00	-12.15	8,791.40
Invoice	04/09/2009	2008-71				1		-130.00	-130.00	-0.41	8,790.99
Invoice	04/09/2009	2008-71				1		-130.00	-130.00	-26.91	8,764.08
Invoice	04/09/2009	2008-71				1		-130.00	-130.00	-0.62	8,763.46
Invoice	04/09/2009	2008-71				1		-130.00	-130.00	-40.36	8,723.10
Invoice	04/09/2009	2008-71				1		-130.00	-130.00	-0.58	8,722.52
Invoice	04/09/2009	2008-71				1		-130.00	-130.00	-37.84	8,684.68
Invoice	04/09/2009	2008-71				1		-130.00	-130.00	-0.26	8,684.42
Invoice	04/09/2009	2008-71				2		16.00	32.00	0.15	8,684.57
Invoice	04/09/2009	2008-71				2		16.00	32.00	0.14	8,684.71
Invoice	04/09/2009	2008-71				2		16.00	32.00	0.06	8,684.77
Invoice	04/09/2009	2008-71				2		16.00	32.00	0.06	8,684.83
Invoice	04/09/2009	2008-71				2		16.00	32.00	0.10	8,684.93
Invoice	04/09/2009	2008-71				2		16.00	32.00	0.41	8,685.34
Invoice	04/09/2009	2008-71				1		-32.00	-32.00	-0.10	8,685.24
Invoice	04/09/2009	2008-71				1		-32.00	-32.00	-2.61	8,682.63
Invoice	04/09/2009	2008-71				1		-32.00	-32.00	-0.06	8,682.57
Invoice	04/09/2009	2008-71				1		-32.00	-32.00	-3.00	8,679.57
Invoice	04/09/2009	2008-71				1		-32.00	-32.00	-0.07	8,679.50
Invoice	04/09/2009	2008-71				1		-32.00	-32.00	-9.32	8,670.18
Invoice	04/09/2009	2008-71				1		-32.00	-32.00	-0.14	8,670.04
Invoice	04/09/2009	2008-71				1		-32.00	-32.00	-9.93	8,660.11
Invoice	04/09/2009	2008-71				1		-32.00	-32.00	-0.15	8,659.96
Invoice	04/09/2009	2008-71				1		-32.00	-32.00	-6.62	8,653.34
Invoice	04/09/2009	2008-71				82		10.00	820.00	3.92	8,657.26
Invoice	04/09/2009	2008-71				82		10.00	820.00	3.67	8,660.93
Invoice	04/09/2009	2008-71				82		10.00	820.00	1.63	8,662.56
Invoice	04/09/2009	2008-71				82		10.00	820.00	10.61	8,673.17
Invoice	04/09/2009	2008-71				82		10.00	820.00	2.61	8,675.78
Invoice	04/09/2009	2008-71				82		10.00	820.00	1.63	8,677.41
Invoice	04/09/2009	2008-71				2		10.00	20.00	0.04	8,677.45
Invoice	04/09/2009	2008-71				2		10.00	20.00	0.04	8,677.49
Invoice	04/09/2009	2008-71				2		10.00	20.00	0.06	8,677.55
Invoice	04/09/2009	2008-71				2		10.00	20.00	0.26	8,677.81
Invoice	04/09/2009	2008-71				2		10.00	20.00	0.10	8,677.91
Invoice	04/09/2009	2008-71				2		10.00	20.00	0.09	8,678.00
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-0.04	8,677.96
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-1.63	8,676.33
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-0.04	8,676.29
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-0.09	8,676.20
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-6.21	8,669.99
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-0.10	8,669.89
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-4.14	8,665.75
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-1.87	8,663.88

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	04/09/2009	2008-71	[redacted]			1		-20.00	-20.00	-0.06	8,663.82
Invoice	04/09/2009	2008-71				1		-20.00	-20.00	-5.82	8,658.00
Invoice	04/22/2009	2008-67				129		18.00	2,322.00	2,269.25	10,927.25
Invoice	04/22/2009	2008-67				3		18.00	54.00	52.78	10,980.03
Invoice	04/22/2009	2008-67				129		19.00	2,451.00	2,395.30	13,375.33
Invoice	04/22/2009	2008-67				3		19.00	57.00	55.70	13,431.03
Invoice	04/22/2009	2008-67				129		20.00	2,580.00	2,521.36	15,952.39
Invoice	04/22/2009	2008-67				3		20.00	60.00	58.63	16,011.02
Invoice	04/22/2009	2008-67				129		22.50	2,902.50	2,836.52	18,847.54
Invoice	04/22/2009	2008-69				3		22.50	67.50	65.96	18,913.50
Invoice	04/22/2009	2008-69				82		24.00	1,968.00	1,921.14	20,834.64
Invoice	05/14/2009	2008-71				2		24.00	48.00	46.86	20,881.50
Invoice	05/14/2009	2008-71				47		20.00	940.00	912.40	21,793.90
Invoice	05/14/2009	2008-71				1		20.00	20.00	19.40	21,813.30
Invoice	05/14/2009	2008-71				130		22.50	2,925.00	2,839.13	24,652.43
Invoice	05/14/2009	2008-71				2		22.50	45.00	43.69	24,696.12
Invoice	05/14/2009	2008-71				130		24.00	3,120.00	3,028.42	27,724.54
Invoice	05/14/2009	2008-71				2		24.00	48.00	46.59	27,771.13
Invoice	05/14/2009	2008-71				130		16.00	2,080.00	2,018.95	29,790.08
Invoice	05/14/2009	2008-71				2		16.00	32.00	31.08	29,821.16
Invoice	05/14/2009	2008-71				82		10.00	820.00	795.93	30,617.09
Invoice	04/19/2010	2010-...				2		10.00	20.00	19.41	30,636.50
Invoice	04/19/2010	2010-...				36		20.00	720.00	66.98	30,703.48
Invoice	04/19/2010	2010-...				36		20.00	720.00	55.82	30,759.30
Invoice	04/19/2010	2010-...				36		20.00	720.00	27.91	30,787.21
Invoice	04/19/2010	2010-...				12		20.00	240.00	18.60	30,805.81
Invoice	04/19/2010	2010-...				12		20.00	240.00	9.30	30,815.11
Invoice	04/19/2010	2010-...				12		20.00	240.00	22.33	30,837.44
Invoice	04/19/2010	2010-...				-1		240.00	-240.00	-9.30	30,828.14
Invoice	04/19/2010	2010-...				-1		240.00	-240.00	-133.95	30,694.19
Invoice	04/19/2010	2010-...				-1		240.00	-240.00	-18.60	30,675.59
Invoice	04/19/2010	2010-...				-1		240.00	-240.00	-55.82	30,619.77
Invoice	04/19/2010	2010-...				-1		240.00	-240.00	-22.33	30,597.44
Invoice	04/19/2010	2010-...				12		10.00	120.00	4.65	30,602.09
Invoice	04/19/2010	2010-...				12		10.00	120.00	11.16	30,613.25
Invoice	04/19/2010	2010-...				12		10.00	120.00	9.30	30,622.55
Invoice	04/19/2010	2010-...				1		-120.00	-120.00	-27.91	30,594.64
Invoice	04/19/2010	2010-...				1		-120.00	-120.00	-66.98	30,527.66
Invoice	04/19/2010	2010-...				1		-120.00	-120.00	-4.65	30,523.01
Invoice	04/19/2010	2010-...				1		-120.00	-120.00	-11.16	30,511.85
Invoice	04/19/2010	2010-...				1		-120.00	-120.00	-9.30	30,502.55
Invoice	04/19/2010	2010-...				72		24.00	1,728.00	133.95	30,636.50
Invoice	04/19/2010	2010-...				72		24.00	1,728.00	160.74	30,797.24
Invoice	04/19/2010	2010-...				72		24.00	1,728.00	66.98	30,864.22
Invoice	04/19/2010	2010-...				12		24.00	288.00	11.16	30,875.38
Invoice	04/19/2010	2010-...				12		24.00	288.00	26.79	30,902.17
Invoice	04/19/2010	2010-...				12		24.00	288.00	22.33	30,924.50
Invoice	04/19/2010	2010-...				1		-288.00	-288.00	-11.16	30,913.34
Invoice	04/19/2010	2010-...				1		-288.00	-288.00	-22.33	30,891.01
Invoice	04/19/2010	2010-...				1		-288.00	-288.00	-160.74	30,730.27
Invoice	04/19/2010	2010-...				1		-288.00	-288.00	-26.79	30,703.48
Sales Receipt	04/19/2010	3729				1		-288.00	-288.00	-66.98	30,636.50
Sales Receipt	04/19/2010	3729				12		10.00	120.00	120.00	30,756.50
Invoice	05/05/2010	2010-...				1		-120.00	-120.00	-120.00	30,636.50
Invoice	08/16/2010	2010-...				129		19.00	2,451.00	2,451.00	33,087.50
						36		20.00	720.00	569.29	33,656.79

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	08/16/2010	2010-...	[redacted]			12		20.00	240.00	189.77	33,846.56
Invoice	08/16/2010	2010-...				12		10.00	120.00	94.89	33,941.45
Invoice	08/16/2010	2010-...				72		24.00	1,728.00	1,366.33	35,307.78
Invoice	08/16/2010	2010-...				12		24.00	288.00	227.72	35,535.50
Invoice	12/13/2010	2010-...				84		19.00	1,596.00	1,596.00	37,131.50
Tota[redacted]						1,967				37,131.50	37,131.50
Tota[redacted]						1,967				37,131.50	37,131.50
Invoice	08/15/2008	2008-13		[redacted]		260		22.50	5,850.00	5,850.00	5,850.00
Total[redacted]						260				5,850.00	5,850.00
Sales Receipt	12/09/2005	255				1		0.00	0.00	0.00	0.00
Sales Receipt	12/09/2005	255				1		0.00	0.00	0.00	0.00
Tota[redacted]						2				0.00	0.00
Invoice	11/10/2006	124				240		22.50	5,400.00	5,400.00	5,400.00
Invoice	11/10/2006	124				120		20.00	2,400.00	2,400.00	7,800.00
Total[redacted]						360				7,800.00	7,800.00
Invoice	12/13/2004	51		[redacted]		84		22.50	1,890.00	1,890.00	1,890.00
Invoice	12/13/2004	51				3		11.25	33.75	33.75	1,923.75
Invoice	08/02/2005	75				120		22.50	2,700.00	2,700.00	4,623.75
Invoice	08/08/2005	69				120		22.50	2,700.00	2,700.00	7,323.75
Invoice	10/28/2005	80				12		22.50	270.00	270.00	7,593.75
Invoice	06/20/2006	86				300		22.50	6,750.00	6,750.00	14,343.75
Invoice	06/20/2006	86				6		11.25	67.50	67.50	14,411.25
Invoice	07/27/2006	108				156		22.50	3,510.00	3,510.00	17,921.25
Invoice	07/27/2006	108				180		20.00	3,600.00	3,600.00	21,521.25
Invoice	08/10/2006	112				180		20.00	3,600.00	3,600.00	25,121.25
Invoice	08/28/2006	120				144		22.50	3,240.00	3,240.00	28,361.25
Invoice	04/16/2007	134				540		22.50	12,150.00	12,150.00	40,511.25
Invoice	04/16/2007	134				540		20.00	10,800.00	10,800.00	51,311.25
Invoice	04/16/2007	134				360		19.00	6,840.00	6,840.00	58,151.25
Invoice	09/07/2007	2007-83	[redacted]			120		9.00	1,080.00	1,080.00	59,231.25
Invoice	06/09/2008	2008-20				58		14.00	812.00	812.00	60,043.25
Invoice	06/09/2008	2008-20				70		14.00	980.00	980.00	61,023.25
Invoice	06/09/2008	2008-20				130		18.00	2,340.00	2,340.00	63,363.25
Invoice	06/09/2008	2008-20				260		19.00	4,940.00	4,940.00	68,303.25
Invoice	06/09/2008	2008-20				130		20.00	2,600.00	2,600.00	70,903.25
Invoice	06/26/2008	2008-29				12		22.50	270.00	270.00	71,173.25
Invoice	08/01/2008	2008-31				12		22.50	270.00	270.00	71,443.25
Invoice	10/01/2008	2008-36				3		14.00	42.00	42.00	71,485.25
Invoice	11/25/2008	2008-43				60		22.50	1,350.00	1,350.00	72,835.25
Invoice	11/25/2008	2008-43				60		24.00	1,440.00	1,440.00	74,275.25
Invoice	12/10/2008	2008-59				60		22.50	1,350.00	1,350.00	75,625.25
Invoice	04/20/2009	2008-66	[redacted]			72		20.00	1,440.00	1,440.00	77,065.25
Invoice	04/20/2009	2008-66				36		24.00	864.00	864.00	77,929.25
Invoice	04/20/2009	2008-66				60		22.50	1,350.00	1,350.00	79,279.25
Invoice	08/15/2009	2008-83				12		22.50	270.00	270.00	79,549.25
Invoice	08/15/2009	2008-84				24		22.50	540.00	540.00	80,089.25
Invoice	09/23/2009	2008-91				12		22.50	270.00	270.00	80,359.25

Terry Hoage Vineyards
Sales by Customer Detail
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Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	09/29/2009	2008-92	[redacted]			12		22.50	270.00	270.00	80,629.25
Invoice	09/29/2009	2008-92				12		16.00	192.00	192.00	80,821.25
Invoice	11/23/2009	2008-...				36		24.00	864.00	864.00	81,685.25
Invoice	12/10/2009	2008-...				72		24.00	1,728.00	1,728.00	83,413.25
Invoice	12/10/2009	2008-...				36		19.00	684.00	684.00	84,097.25
Invoice	02/09/2010	2010-...				24		20.00	480.00	480.00	84,577.25
Invoice	02/09/2010	2010-...				24		19.00	456.00	456.00	85,033.25
Invoice	02/09/2010	2010-...				24		24.00	576.00	576.00	85,609.25
Invoice	02/09/2010	2010-...				60		22.50	1,350.00	1,350.00	86,959.25
Invoice	02/23/2010	2010-...				24		24.00	576.00	576.00	87,535.25
Invoice	02/23/2010	2010-...				36		20.00	720.00	720.00	88,255.25
Invoice	03/26/2010	2010-...				36		19.00	684.00	684.00	88,939.25
Invoice	03/26/2010	2010-...				24		20.00	480.00	480.00	89,419.25
Invoice	04/12/2010	2010-...				60		22.50	1,350.00	1,350.00	90,769.25
Invoice	04/12/2010	2010-...				24		24.00	576.00	576.00	91,345.25
Invoice	04/29/2010	2010-...				24		20.00	480.00	480.00	91,825.25
Invoice	04/29/2010	2010-...				24		24.00	576.00	576.00	92,401.25
Invoice	04/29/2010	2010-...				36		19.00	684.00	684.00	93,085.25
Sales Receipt	05/06/2010	3840				6		22.50	135.00	135.00	93,220.25
Sales Receipt	05/06/2010	3840				1		-135.00	-135.00	-135.00	93,085.25
Sales Receipt	05/06/2010	3840				6		19.00	114.00	114.00	93,199.25
Sales Receipt	05/06/2010	3840				-1		114.00	-114.00	-114.00	93,085.25
Invoice	06/30/2010	2010-...				36		24.00	864.00	864.00	93,949.25
Invoice	07/19/2010	2010-...				24		24.00	576.00	576.00	94,525.25
Invoice	07/19/2010	2010-...				24		24.00	576.00	576.00	95,101.25
Invoice	07/19/2010	2010-...				36		20.00	720.00	720.00	95,821.25
Invoice	10/08/2010	2010-...				36		24.00	864.00	864.00	96,685.25
Invoice	10/08/2010	2010-...				24		24.00	576.00	576.00	97,261.25
Invoice	10/08/2010	2010-...				84		22.50	1,890.00	1,890.00	99,151.25
Invoice	10/08/2010	2010-...				36		19.00	684.00	684.00	99,835.25
Invoice	12/16/2010	2010-...				24		24.00	576.00	576.00	100,411.25
Invoice	12/16/2010	2010-...				60		20.00	1,200.00	1,200.00	101,611.25
Invoice	01/24/2011	2011-...				36		24.00	864.00	48.00	101,659.25
Invoice	01/24/2011	2011-...				36		24.00	864.00	60.00	101,719.25
Invoice	01/24/2011	2011-...				36		24.00	864.00	60.00	101,779.25
Invoice	01/24/2011	2011-...				36		24.00	864.00	48.00	101,827.25
Invoice	01/24/2011	2011-...				-1		144.00	-144.00	-48.00	101,779.25
Invoice	01/24/2011	2011-...				-1		144.00	-144.00	-48.00	101,731.25
Invoice	01/24/2011	2011-...				-1		144.00	-144.00	-48.00	101,683.25
Invoice	01/24/2011	2011-...				36		24.00	864.00	60.00	101,743.25
Invoice	01/24/2011	2011-...				36		24.00	864.00	48.00	101,791.25
Invoice	01/24/2011	2011-...				-1		180.00	-180.00	-60.00	101,731.25
Invoice	01/24/2011	2011-...				-1		180.00	-180.00	-60.00	101,671.25
Invoice	01/27/2011	2010-...				-1		180.00	-180.00	-60.00	101,611.25
Invoice	01/27/2011	2010-...				36		24.00	864.00	864.00	102,475.25
Invoice	01/27/2011	2010-...				24		24.00	576.00	576.00	103,051.25
Invoice	01/27/2011	2010-...						-120.00	-120.00	-120.00	102,931.25
Invoice	02/24/2011	2011-...				36		24.00	864.00	864.00	103,795.25
Invoice	02/24/2011	2011-...				36		24.00	864.00	756.00	104,551.25
Invoice	02/24/2011	2011-...				36		24.00	864.00	756.00	105,307.25
Invoice	03/31/2011	2011-...				36		24.00	864.00	756.00	106,063.25
Invoice	04/25/2011	2011-...				12		19.00	228.00	228.00	106,291.25
Invoice	04/25/2011	2011-...				60		23.50	1,410.00	1,410.00	107,701.25
Invoice	04/25/2011	2011-...				60		25.00	1,500.00	1,500.00	109,201.25
Invoice	04/25/2011	2011-...				24		25.00	600.00	600.00	109,801.25
						24		25.00	600.00	600.00	110,401.25

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	04/25/2011	2011-...	[redacted]			60		13.00	780.00	780.00	111,181.25
Invoice	05/18/2011	2011-...				60		21.00	1,260.00	1,260.00	112,441.25
Invoice	05/18/2011	2011-...				60		20.00	1,200.00	1,200.00	113,641.25
Invoice	06/24/2011	2011-...				60		13.00	780.00	780.00	114,421.25
Invoice	06/24/2011	2011-...				36		25.00	900.00	900.00	115,321.25
Invoice	06/24/2011	2011-...				36		25.00	900.00	900.00	116,221.25
Invoice	08/08/2011	2011-...				60		25.00	1,500.00	1,500.00	117,721.25
Invoice	08/26/2011	2011-...				36		20.00	720.00	720.00	118,441.25
Invoice	08/26/2011	2011-...				60		23.50	1,410.00	1,410.00	119,851.25
Invoice	08/26/2011	2011-...				24		25.00	600.00	600.00	120,451.25
Invoice	08/26/2011	2011-...				24		21.00	504.00	504.00	120,955.25
Invoice	10/24/2011	2011-...				120		25.00	3,000.00	3,000.00	123,955.25
Invoice	11/09/2011	2011-...				12		25.00	300.00	300.00	124,255.25
Invoice	01/05/2012	2011-...				60		25.00	1,500.00	1,500.00	125,755.25
Invoice	01/05/2012	2011-...				60		25.00	1,500.00	1,500.00	127,255.25
Invoice	01/05/2012	2011-...				132		25.00	3,300.00	3,300.00	130,555.25
Invoice	04/23/2012	2012-...				24		21.00	504.00	504.00	131,059.25
Invoice	04/23/2012	2012-...				36		25.00	900.00	900.00	131,959.25
Invoice	04/23/2012	2012-...				36		25.00	900.00	900.00	132,859.25
Invoice	04/23/2012	2012-...						-20.00	-20.00	-20.00	132,839.25
Invoice	06/08/2012	2012-...				60		25.00	1,500.00	1,500.00	134,339.25
Invoice	06/19/2012	2012-...				4		22.00	88.00	88.00	134,427.25
Invoice	07/18/2012	2012-...				1		25.00	25.00	25.00	134,452.25
Invoice	07/18/2012	2012-...				3		25.00	75.00	75.00	134,527.25
Invoice	07/18/2012	2012-...				4		22.00	88.00	88.00	134,615.25
Invoice	07/24/2012	2012-...				132		25.00	3,300.00	3,300.00	137,915.25
Invoice	01/23/2013	2013-...				12		22.00	264.00	264.00	138,179.25
Invoice	02/04/2013	2012-...				24		25.00	600.00	600.00	138,779.25
Invoice	02/08/2013	2013-...				132		31.00	4,092.00	4,092.00	142,871.25
Invoice	02/08/2013	2013-...				132		28.50	3,762.00	3,762.00	146,633.25
Invoice	03/01/2013	2013-...				264		28.50	7,524.00	7,524.00	154,157.25
Invoice	06/20/2013	2013-56				3		25.00	75.00	75.00	154,232.25
Invoice	06/20/2013	2013-56				3		25.00	75.00	75.00	154,307.25
Invoice	06/20/2013	2013-56				3		25.00	75.00	75.00	154,382.25
Invoice	09/20/2013	2013-90				12		25.00	300.00	300.00	154,682.25
Invoice	10/11/2013	2013-98				12		25.00	300.00	300.00	154,982.25
Invoice	12/09/2013	2013-...				132		28.50	3,762.00	3,762.00	158,744.25
Invoice	12/09/2013	2013-...				132		28.50	3,762.00	3,762.00	162,506.25
Invoice	01/06/2014	2013-...				10		25.00	250.00	250.00	162,756.25
Invoice	01/06/2014	2013-...				84		28.50	2,394.00	2,394.00	165,150.25
Invoice	01/06/2014	2013-...				12		42.50	510.00	162.76	165,313.01
Invoice	01/06/2014	2013-...				12		37.50	450.00	143.62	165,456.63
Invoice	01/06/2014	2013-...				12		37.50	450.00	143.62	165,600.25
Invoice	01/06/2014	2013-...				-12		37.50	-450.00	-143.62	165,456.63
Invoice	01/06/2014	2013-...				-12		37.50	-450.00	-162.76	165,293.87
Invoice	01/20/2014	2013-...				-12		37.50	-450.00	-143.62	165,150.25
Invoice	01/20/2014	2013-...				12		42.50	510.00	347.24	165,497.49
Invoice	01/20/2014	2013-...				12		37.50	450.00	306.38	165,803.87
Credit Memo	01/20/2014	2013-...				12		37.50	450.00	306.38	166,110.25
Credit Memo	01/20/2014	2013-...				-12		42.50	-510.00	-347.24	165,763.01
Credit Memo	01/20/2014	2013-...				-12		42.50	-510.00	-162.76	165,600.25
Credit Memo	01/20/2014	2013-...				-12		37.50	-450.00	-306.38	165,293.87
Credit Memo	01/20/2014	2013-...				-12		37.50	-450.00	-143.62	165,150.25
Credit Memo	01/20/2014	2013-...				-12		37.50	-450.00	-143.62	165,006.63
Credit Memo	01/20/2014	2013-...				-12		37.50	-450.00	-306.38	164,700.25
						12		37.50	450.00	143.62	164,843.87

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Credit Memo	01/20/2014	2013-...	[redacted]			12		37.50	450.00	162.76	165,006.63
Credit Memo	01/20/2014	2013-...				12		37.50	450.00	143.62	165,150.25
Invoice	05/01/2014	2014-...				60		55.00	3,300.00	1,590.00	166,740.25
Invoice	05/01/2014	2014-...				1		-1,590.00	-1,590.00	-1,590.00	165,150.25
Invoice	06/03/2014	2014-...				60		55.00	3,300.00	1,710.00	166,860.25
Invoice	07/23/2014	2014-...				120		28.50	3,420.00	3,420.00	170,280.25
Invoice	07/23/2014	2014-...				12		28.50	342.00	342.00	170,622.25
Tota [redacted]						7,650				170,622.25	170,622.25
[redacted]											
[illegible]	10/01/2004	6				3		45.00	135.00	135.00	135.00
Invoice	10/01/2004	6				1		20.00	20.00	20.00	155.00
Sales Receipt	10/28/2005	237				12		22.50	270.00	270.00	425.00
Sales Receipt	10/28/2005	237				1		60.00	60.00	60.00	485.00
Invoice	04/02/2007	143				12		38.25	459.00	459.00	944.00
Invoice	04/02/2007	143				12		34.00	408.00	408.00	1,352.00
Invoice	04/02/2007	143				2		60.00	120.00	120.00	1,472.00
Invoice	08/27/2008	2008-34				12		20.00	240.00	193.06	1,665.06
Invoice	08/27/2008	2008-34				12		20.00	240.00	46.94	1,712.00
Invoice	08/27/2008	2008-34				12		22.50	270.00	217.19	1,929.19
Invoice	08/27/2008	2008-34				12		22.50	270.00	52.81	1,982.00
Invoice	08/27/2008	2008-34				1		124.00	124.00	24.25	2,006.25
Sales Receipt	10/05/2009	2368				1		124.00	124.00	99.75	2,106.00
Sales Receipt	10/05/2009	2368				24		24.00	576.00	576.00	2,682.00
Sales Receipt	07/20/2010	4344				12		22.50	270.00	270.00	2,952.00
Sales Receipt	07/20/2010	4344				12		24.00	288.00	288.00	3,240.00
Total [redacted]						128		22.50	270.00	270.00	3,510.00
[redacted]										3,510.00	3,510.00
Sales Receipt	10/06/2014	3803	[redacted]			12		38.00	456.00	456.00	456.00
Sales Receipt	10/06/2014	3803						-114.00	-114.00	-114.00	342.00
Total [redacted]						12				342.00	342.00
[redacted]											
Invoice	10/23/2006	122				240		22.50	5,400.00	5,400.00	5,400.00
Invoice	10/23/2006	122				120		20.00	2,400.00	2,400.00	7,800.00
Invoice	05/07/2007	137				420		20.00	8,400.00	8,393.27	16,193.27
Invoice	05/07/2007	137				300		19.00	5,700.00	5,695.44	21,888.71
Invoice	05/07/2007	137				540		22.50	12,150.00	12,140.27	34,028.98
Invoice	05/08/2007	137				420		20.00	8,400.00	6.73	34,035.71
Invoice	05/08/2007	137				300		19.00	5,700.00	4.56	34,040.27
Invoice	05/08/2007	137				540		22.50	12,150.00	9.73	34,050.00
Invoice	03/14/2008	2008-01				180		22.50	4,050.00	4,050.00	38,100.00
Invoice	03/14/2008	2008-01				96		20.00	1,920.00	1,920.00	40,020.00
Invoice	04/24/2008	2008-11				336		22.50	7,560.00	7,560.00	47,580.00
Invoice	08/13/2008	2008-30				261		18.00	4,698.00	4,698.00	52,278.00
Invoice	08/13/2008	2008-30				392		20.00	7,840.00	7,840.00	60,118.00
Invoice	08/13/2008	2008-30				522		19.00	9,918.00	9,918.00	70,036.00
Invoice	12/22/2008	2008-49				388		24.00	9,312.00	9,312.00	79,348.00
Invoice	12/22/2008	2008-49				648		22.50	14,580.00	14,580.00	93,928.00
Total [redacted]						4,443				93,928.00	93,928.00

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
MS [redacted]											
Invoice	10/30/2008	2008-39				264		18.00	4,752.00	4,752.00	4,752.00
Invoice	10/30/2008	2008-39				264		19.00	5,016.00	5,016.00	9,768.00
Invoice	10/30/2008	2008-39				264		20.00	5,280.00	5,280.00	15,048.00
Invoice	01/21/2009	2008-52				264		22.50	5,940.00	5,940.00	20,988.00
Invoice	01/21/2009	2008-52				264		24.00	6,336.00	6,336.00	27,324.00
Total [redacted]						1,320				27,324.00	27,324.00
[redacted]											
Invoice	08/03/2006	109				120		30.00	3,600.00	3,600.00	3,600.00
Invoice	08/03/2006	109				36		26.66	959.76	959.76	4,559.76
Invoice	04/03/2007	133				144		13.33	1,919.52	1,919.52	6,479.28
Invoice	04/26/2007	138				60		30.00	1,800.00	1,800.00	8,279.28
Invoice	04/26/2007	138				36		26.66668	960.00	960.00	9,239.28
Invoice	04/26/2007	138				24		25.33335	608.00	608.00	9,847.28
Tota [redacted]						420				9,847.28	9,847.28
[redacted]											
Invoice	08/23/2006	111				36		26.66	959.76	959.76	959.76
Invoice	08/23/2006	111				36		30.00	1,080.00	1,080.00	2,039.76
Total [redacted]						72				2,039.76	2,039.76
[redacted]											
Invoice	09/21/2006	121				60		20.00	1,200.00	1,200.00	1,200.00
Invoice	09/21/2006	121				60		22.50	1,350.00	1,350.00	2,550.00
Invoice	09/21/2006	121				1		8.00	8.00	8.00	2,558.00
Invoice	11/21/2006	127				84		22.50	1,890.00	1,890.00	4,448.00
Invoice	11/21/2006	127				36		20.00	720.00	720.00	5,168.00
Total [redacted]						241				5,168.00	5,168.00
[redacted]											
Invoice	10/19/2006	125				240		22.50	5,400.00	5,400.00	5,400.00
Invoice	10/19/2006	125				120		20.00	2,400.00	2,400.00	7,800.00
Invoice	04/23/2007	135				336		22.50	7,560.00	7,560.00	15,360.00
Invoice	04/23/2007	135				336		20.00	6,720.00	6,720.00	22,080.00
Invoice	04/23/2007	135				336		19.00	6,384.00	6,384.00	28,464.00
Credit Memo	05/11/2007	2007-...				-168		20.00	-3,360.00	-3,360.00	25,104.00
Credit Memo	05/11/2007	2007-...				-168		22.50	-3,780.00	-3,780.00	21,324.00
Credit Memo	05/11/2007	2007-...				-168		19.00	-3,192.00	-3,192.00	18,132.00
Credit Memo	06/21/2007	2007-...				-96		20.3547	-1,954.05	-1,954.05	16,177.95
Credit Memo	06/21/2007	2007-...				-84		22.8547	-1,919.79	-1,919.79	14,258.16
Credit Memo	06/21/2007	2007-...				-48		19.3547	-929.03	-929.03	13,329.13
Credit Memo	06/21/2007	2007-...				-6		22.8547	-137.13	-137.13	13,192.00
Credit Memo	06/21/2007	2007-...				-1		20.00	-20.00	-20.00	13,172.00
Total [redacted]						629				13,172.00	13,172.00
[redacted]											
Invoice	09/13/2010	2010-...				12		30.40	364.80	22.80	22.80
Invoice	09/13/2010	2010-...				1		-22.80	-22.80	-22.80	0.00
Invoice	11/15/2010	2010-...				12		30.40	364.80	342.00	342.00
Total [redacted]						13				342.00	342.00

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
[redacted]											
Invoice	01/25/2010	[redacted]		[redacted]		264		24.00	6,336.00	6,336.00	6,336.00
Invoice	01/25/2010					12		24.00	288.00	288.00	6,624.00
Sales Receipt	01/31/2010					3		38.00	114.00	114.00	6,738.00
Sales Receipt	01/31/2010					-1		114.00	-114.00	-114.00	6,624.00
Sales Receipt	01/31/2010					3		40.00	120.00	120.00	6,744.00
Sales Receipt	01/31/2010					-1		120.00	-120.00	-120.00	6,624.00
Sales Receipt	01/31/2010					1		48.00	48.00	48.00	6,672.00
Sales Receipt	01/31/2010					1		-48.00	-48.00	-48.00	6,624.00
Sales Receipt	01/31/2010					1		48.00	48.00	48.00	6,672.00
Sales Receipt	01/31/2010					1		-48.00	-48.00	-48.00	6,624.00
Sales Receipt	01/31/2010					1		45.00	45.00	45.00	6,669.00
Sales Receipt	01/31/2010					1		-45.00	-45.00	-45.00	6,624.00
Invoice	02/28/2010					24		10.00	240.00	240.00	6,864.00
Invoice	02/28/2010					24		16.00	384.00	384.00	7,248.00
Invoice	04/20/2010					84		24.00	2,016.00	2,016.00	9,264.00
Invoice	04/20/2010					120		19.00	2,280.00	2,280.00	11,544.00
Invoice	04/20/2010					168		20.00	3,360.00	3,360.00	14,904.00
Invoice	06/02/2010					120		19.00	2,280.00	2,280.00	17,184.00
Invoice	08/16/2010					48		24.00	1,152.00	1,152.00	18,336.00
Invoice	01/12/2011					12		24.00	288.00	288.00	18,624.00
Invoice	01/12/2011					48		24.00	1,152.00	1,152.00	19,776.00
Invoice	01/12/2011					1		52.00	52.00	52.00	19,828.00
Invoice	01/24/2011					48		24.00	1,152.00	1,152.00	20,980.00
Invoice	03/21/2011					24		24.00	576.00	576.00	21,556.00
Invoice	03/21/2011					48		24.00	1,152.00	1,152.00	22,708.00
Invoice	03/21/2011					72		24.00	1,728.00	1,728.00	24,436.00
Invoice	03/31/2011					120		24.00	2,880.00	2,880.00	27,316.00
Invoice	05/16/2011					84		24.00	2,016.00	2,016.00	29,332.00
Invoice	04/02/2012					264		27.50	7,260.00	7,260.00	36,592.00
Total [redacted]						1,595				36,592.00	36,592.00
[redacted]											
Invoice	09/22/2014	[redacted]		[redacted]	[redacted]	36		28.00	1,008.00	1,008.00	1,008.00
Total [redacted]						36				1,008.00	1,008.00
[redacted]											
Invoice	02/15/2008	[redacted]		[redacted]		120		22.50	2,700.00	2,700.00	2,700.00
Invoice	02/15/2008					120		20.00	2,400.00	2,400.00	5,100.00
Invoice	03/20/2008					168		20.00	3,360.00	3,360.00	8,460.00
Invoice	03/20/2008					336		22.50	7,560.00	7,560.00	16,020.00
Invoice	07/21/2008					60		14.00	840.00	840.00	16,860.00
Invoice	07/21/2008					60		14.00	840.00	840.00	17,700.00
Invoice	07/21/2008					60		10.00	600.00	600.00	18,300.00
Invoice	07/21/2008					60		18.00	1,080.00	1,080.00	19,380.00
Invoice	07/21/2008					60		19.00	1,140.00	1,140.00	20,520.00
Invoice	12/04/2008					168		10.00	1,680.00	1,680.00	22,200.00
Tota[redacted]						1,212				22,200.00	22,200.00

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
[redacted]											
Invoice	06/01/2007	139		[redacted]		336		22.50	7,560.00	7,560.00	7,560.00
Invoice	06/01/2007	139				240		20.00	4,800.00	4,800.00	12,360.00
Invoice	06/01/2007	139				180		19.00	3,420.00	3,420.00	15,780.00
Invoice	01/10/2008	2007-92				144		22.50	3,240.00	3,240.00	19,020.00
Invoice	08/11/2008	2008-18				129		18.00	2,322.00	2,322.00	21,342.00
Invoice	08/11/2008	2008-18				258		19.00	4,902.00	4,902.00	26,244.00
Invoice	08/11/2008	2008-18				264		20.00	5,280.00	5,280.00	31,524.00
Invoice	08/11/2008	2008-18				70		14.00	980.00	980.00	32,504.00
Invoice	08/11/2008	2008-18				58		14.00	812.00	812.00	33,316.00
Invoice	08/11/2008	2008-18				129		10.00	1,290.00	1,290.00	34,606.00
Invoice	01/05/2009	2008-48				128		24.00	3,072.00	3,072.00	37,678.00
Total [redacted]						1,936				37,678.00	37,678.00
[redacted] Other											
Invoice	06/12/2006	85				36		22.50	810.00	810.00	810.00
Invoice	09/11/2006	88				180		22.50	4,050.00	4,050.00	4,860.00
Invoice	09/11/2006	88				48		20.00	960.00	960.00	5,820.00
Total [redacted]						264				5,820.00	5,820.00
Total [redacted]						3,412				65,698.00	65,698.00
[redacted]											
Invoice	08/01/2008	2008-19		[redacted]		129		18.00	2,322.00	2,322.00	2,322.00
Invoice	08/01/2008	2008-19				258		19.00	4,902.00	4,902.00	7,224.00
Invoice	08/01/2008	2008-19				129		20.00	2,580.00	2,580.00	9,804.00
Invoice	07/30/2009	2008-85				132		19.00	2,508.00	119.75	9,923.75
Invoice	07/30/2009	2008-85				84		22.50	1,890.00	90.25	10,014.00
Invoice	07/30/2009	2008-85				1		-210.00	-210.00	-119.75	9,894.25
Invoice	07/30/2009	2008-85				1		-210.00	-210.00	-90.25	9,804.00
Invoice	07/31/2009	2008-86				12		22.50	270.00	30.00	9,834.00
Invoice	07/31/2009	2008-86				1		-30.00	-30.00	-30.00	9,804.00
Invoice	10/02/2009	2008-85				132		19.00	2,508.00	2,388.25	12,192.25
Invoice	10/02/2009	2008-85				84		22.50	1,890.00	1,799.75	13,992.00
Invoice	10/02/2009	2008-86				12		22.50	270.00	240.00	14,232.00
Invoice	05/25/2010	2010-...				132		24.00	3,168.00	3,168.00	17,400.00
Invoice	11/16/2010	2010-...				132		20.00	2,640.00	2,640.00	20,040.00
Invoice	11/16/2010	2010-...				84		24.00	2,016.00	2,016.00	22,056.00
Invoice	04/03/2012	2012-...				84		27.50	2,310.00	2,310.00	24,366.00
Total [redacted]						1,178				24,366.00	24,366.00
[redacted]											
Invoice	10/23/2007	2007-85		[redacted]		168		19.00	3,192.00	3,192.00	3,192.00
Invoice	10/23/2007	2007-85				156		20.00	3,120.00	3,120.00	6,312.00
Invoice	10/23/2007	2007-85				156		22.50	3,510.00	3,510.00	9,822.00
Invoice	10/23/2007	2007-86				156		19.00	2,964.00	2,964.00	12,786.00
Invoice	10/23/2007	2007-86				168		20.00	3,360.00	3,360.00	16,146.00
Invoice	10/23/2007	2007-86				168		22.50	3,780.00	3,780.00	19,926.00
Invoice	03/05/2008	2008-6				166		22.50	3,735.00	3,735.00	23,661.00
Invoice	03/05/2008	2008-6				83		20.00	1,660.00	1,660.00	25,321.00
Invoice	03/05/2008	2008-7				166		22.50	3,735.00	3,735.00	29,056.00
Invoice	03/05/2008	2008-7				83		20.00	1,660.00	1,660.00	30,716.00
Invoice	04/25/2008	2008-9				166		22.50	3,735.00	3,735.00	34,451.00
Invoice	04/25/2008	2008-10				166		22.50	3,735.00	3,735.00	38,186.00
Invoice	07/21/2008	2008-22				200		18.00	3,600.00	3,600.00	41,786.00
Invoice	07/21/2008	2008-22				260		19.00	4,940.00	4,940.00	46,726.00

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	07/21/2008	2008-22	[redacted]			200		20.00	4,000.00	4,000.00	50,726.00
Invoice	07/21/2008	2008-22				70		10.00	700.00	700.00	51,426.00
Invoice	07/21/2008	2008-23				190		18.00	3,420.00	3,420.00	54,846.00
Invoice	07/21/2008	2008-23				260		19.00	4,940.00	4,940.00	59,786.00
Invoice	07/21/2008	2008-23				190		20.00	3,800.00	3,800.00	63,586.00
Invoice	07/21/2008	2008-23				70		10.00	700.00	700.00	64,286.00
Sales Receipt	10/24/2008	949				1		0.00	0.00	0.00	64,286.00
Sales Receipt	10/24/2008	949				1		0.00	0.00	0.00	64,286.00
Invoice	01/05/2009	2008-60				82		22.50	1,845.00	1,845.00	66,131.00
Invoice	01/05/2009	2008-60				82		24.00	1,968.00	1,968.00	68,099.00
Invoice	01/05/2009	2008-60				82		18.00	1,476.00	1,476.00	69,575.00
Invoice	01/05/2009	2008-61				164		22.50	3,690.00	3,690.00	73,265.00
Invoice	01/05/2009	2008-61				82		24.00	1,968.00	1,968.00	75,233.00
Invoice	01/05/2009	2008-61				82		18.00	1,476.00	1,476.00	76,709.00
Invoice	03/02/2009	2008-64				165		22.50	3,712.50	66.29	76,775.29
Invoice	03/02/2009	2008-64				3		22.50	67.50	1.21	76,776.50
Invoice	03/02/2009	2008-64				1		-67.50	-67.50	-1.21	76,775.29
Invoice	03/02/2009	2008-64				1		-67.50	-67.50	-66.29	76,709.00
Invoice	04/06/2009	2008-70				165		22.50	3,712.50	66.29	76,775.29
Invoice	04/06/2009	2008-70				3		22.50	67.50	1.21	76,776.50
Invoice	04/06/2009	2008-70				1		-67.50	-67.50	-66.29	76,710.21
Invoice	04/06/2009	2008-70				1		-67.50	-67.50	-1.21	76,709.00
Invoice	04/24/2009	2008-64				165		22.50	3,712.50	3,646.21	80,355.21
Invoice	04/24/2009	2008-64				3		22.50	67.50	66.29	80,421.50
Invoice	05/28/2009	2008-76				60		10.00	600.00	5.42	80,426.92
Invoice	05/28/2009	2008-76				83		22.50	1,867.50	16.88	80,443.80
Invoice	05/28/2009	2008-76				1		22.50	22.50	0.20	80,444.00
Invoice	05/28/2009	2008-76				1		-22.50	-22.50	-0.20	80,443.80
Invoice	05/28/2009	2008-76				1		-22.50	-22.50	-16.88	80,426.92
Invoice	05/28/2009	2008-76				1		-22.50	-22.50	-5.42	80,421.50
Invoice	06/01/2009	2008-70				165		22.50	3,712.50	3,646.21	84,067.71
Invoice	06/01/2009	2008-70				3		22.50	67.50	66.29	84,134.00
Invoice	06/10/2009	2008-77				82		22.50	1,845.00	43.93	84,177.93
Invoice	06/10/2009	2008-77				2		22.50	45.00	1.07	84,179.00
Invoice	06/10/2009	2008-77				1		-45.00	-45.00	-43.93	84,135.07
Invoice	06/10/2009	2008-77				1		-45.00	-45.00	-1.07	84,134.00
Invoice	06/22/2009	2008-79				166		22.50	3,735.00	44.46	84,178.46
Invoice	06/22/2009	2008-79				2		22.50	45.00	0.54	84,179.00
Invoice	06/22/2009	2008-79				1		-45.00	-45.00	-44.46	84,134.54
Invoice	06/22/2009	2008-79				1		-45.00	-45.00	-0.54	84,134.00
Invoice	07/17/2009	2008-76				60		10.00	600.00	594.58	84,728.58
Invoice	07/17/2009	2008-76				83		22.50	1,867.50	1,850.62	86,579.20
Invoice	07/17/2009	2008-76				1		22.50	22.50	22.30	86,601.50
Invoice	07/28/2009	2008-82				166		22.50	3,735.00	44.46	86,645.96
Invoice	07/28/2009	2008-82				2		22.50	45.00	0.54	86,646.50
Invoice	07/28/2009	2008-82				1		-45.00	-45.00	-0.54	86,645.96
Invoice	07/28/2009	2008-82				1		-45.00	-45.00	-44.46	86,601.50
Invoice	07/29/2009	2008-77				82		22.50	1,845.00	1,801.07	88,402.57
Invoice	07/29/2009	2008-77				2		22.50	45.00	43.93	88,446.50
Invoice	08/15/2009	2008-79				166		22.50	3,735.00	3,690.54	92,137.04
Invoice	08/15/2009	2008-79				2		22.50	45.00	44.46	92,181.50
Invoice	08/20/2009	2008-90				261		22.50	5,872.50	66.73	92,248.23
Invoice	08/20/2009	2008-90				3		22.50	67.50	0.77	92,249.00
Invoice	08/20/2009	2008-90				1		-67.50	-67.50	-66.73	92,182.27
Invoice	08/20/2009	2008-90				1		-67.50	-67.50	-0.77	92,181.50
Invoice	09/22/2009	2008-82				166		22.50	3,735.00	3,690.54	95,872.04

Terry Hoage Vineyards
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Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	09/22/2009	2008-82	[redacted]			2		22.50	45.00	44.46	95,916.50
Invoice	10/02/2009	2008-90				261		22.50	5,872.50	5,805.77	101,722.27
Invoice	10/02/2009	2008-90				3		22.50	67.50	66.73	101,789.00
Invoice	11/04/2009	2008-...				261		24.00	6,264.00	71.18	101,860.18
Invoice	11/04/2009	2008-...				3		24.00	72.00	0.82	101,861.00
Invoice	11/04/2009	2008-...				1		-72.00	-72.00	-71.18	101,789.82
Invoice	11/04/2009	2008-...				1		-72.00	-72.00	-0.82	101,789.00
Sales Receipt	11/10/2009	2741				1		24.00	24.00	24.00	101,813.00
Sales Receipt	11/10/2009	2741				1		-24.00	-24.00	-24.00	101,789.00
Sales Receipt	11/10/2009	2741				1		16.00	16.00	16.00	101,805.00
Sales Receipt	11/10/2009	2741				1		-16.00	-16.00	-16.00	101,789.00
Sales Receipt	11/10/2009	2741				1		18.00	18.00	18.00	101,807.00
Sales Receipt	11/10/2009	2741				1		-18.00	-18.00	-18.00	101,789.00
Sales Receipt	11/10/2009	2741				1		24.00	24.00	24.00	101,813.00
Sales Receipt	11/10/2009	2741				1		-24.00	-24.00	-24.00	101,789.00
Invoice	11/30/2009	2008-...				261		24.00	6,264.00	4,692.07	106,481.07
Invoice	11/30/2009	2008-...				3		24.00	72.00	53.93	106,535.00
Invoice	01/05/2010	2008-...				261		24.00	6,264.00	1,500.75	108,035.75
Invoice	01/05/2010	2008-...				3		24.00	72.00	17.25	108,053.00
Invoice	02/18/2010	2008-...				264		24.00	6,336.00	6,336.00	114,389.00
Invoice	04/07/2010	2010-...				264		24.00	6,336.00	6,336.00	120,725.00
Invoice	04/19/2010	2010-...				132		24.00	3,168.00	1,980.00	122,705.00
Invoice	04/19/2010	2010-...				132		24.00	3,168.00	1,188.00	123,893.00
Invoice	04/19/2010	2010-...				264		24.00	6,336.00	6,336.00	130,229.00
Invoice	08/05/2010	2010-...				396		24.00	9,504.00	9,504.00	139,733.00
Sales Receipt	08/20/2010	4535				-24		20.00	-480.00	-480.00	139,253.00
Sales Receipt	08/20/2010	4535				-7		22.50	-157.50	-157.50	139,095.50
Sales Receipt	08/20/2010	4535				-73		18.00	-1,314.00	-1,314.00	137,781.50
Sales Receipt	08/20/2010	4535				-67		19.00	-1,273.00	-1,273.00	136,508.50
Sales Receipt	08/20/2010	4535				-5		20.00	-100.00	-100.00	136,408.50
Sales Receipt	08/20/2010	4535				-5		22.50	-112.50	-112.50	136,296.00
Sales Receipt	08/20/2010	4535				-80		24.00	-1,920.00	-1,920.00	134,376.00
Sales Receipt	08/20/2010	4535				168		24.00	4,032.00	4,032.00	138,408.00
Sales Receipt	08/20/2010	4535				66.25		20.00	1,325.00	1,325.00	139,733.00
Total [redacted]						6,555.25				139,733.00	139,733.00
[redacted]											
Invoice	08/30/2007	2007-82	[redacted]			84		22.50	1,890.00	1,890.00	1,890.00
Invoice	08/30/2007	2007-82				84		20.00	1,680.00	1,680.00	3,570.00
Invoice	08/30/2007	2007-82				84		19.00	1,596.00	1,596.00	5,166.00
Total [redacted]						252				5,166.00	5,166.00
[redacted]											
Invoice	06/16/2011	2011-...	[redacted]			58		25.00	1,450.00	1,450.00	1,450.00
Invoice	06/16/2011	2011-...				58		25.00	1,450.00	1,450.00	2,900.00
Invoice	06/16/2011	2011-...				117		25.00	2,925.00	2,925.00	5,825.00
Invoice	06/16/2011	2011-...				24		20.00	480.00	480.00	6,305.00
Invoice	12/16/2011	2011-...				36		24.00	864.00	846.69	7,151.69
Invoice	12/16/2011	2011-...				132		24.00	3,168.00	3,104.51	10,256.20
Invoice	12/16/2011	2011-...				132		24.00	3,168.00	3,104.51	13,360.71
Invoice	12/16/2011	2011-...				132		24.00	3,168.00	3,104.51	16,465.22
Invoice	12/16/2011	2011-...				18		48.00	864.00	846.69	17,311.91
Invoice	12/16/2011	2011-...				36		14.00	504.00	493.90	17,805.81
Invoice	12/16/2011	2011-...				12		20.00	240.00	235.19	18,041.00
Invoice	12/10/2012	2011-...				36		24.00	864.00	17.31	18,058.31
Invoice	12/10/2012	2011-...				132		24.00	3,168.00	63.49	18,121.80

Terry Hoage Vineyards
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Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	12/10/2012	2011-...	[redacted]			132		24.00	3,168.00	63.49	18,185.29
Invoice	12/10/2012	2011-...				132		24.00	3,168.00	63.49	18,248.78
Invoice	12/10/2012	2011-...				18		48.00	864.00	17.31	18,266.09
Invoice	12/10/2012	2011-...				36		14.00	504.00	10.10	18,276.19
Invoice	12/10/2012	2011-...				12		20.00	240.00	4.81	18,281.00
Total [redacted]						755				18,281.00	18,281.00
[redacted]											
Invoice	07/10/2006	84	[redacted]			120		22.50	2,700.00	2,700.00	2,700.00
Invoice	08/10/2006	87				360		22.50	8,100.00	8,100.00	10,800.00
Invoice	08/10/2006	87				300		20.00	6,000.00	6,000.00	16,800.00
Invoice	09/13/2006	110				60		20.00	1,200.00	1,200.00	18,000.00
Invoice	09/13/2006	110				264		22.50	5,940.00	5,940.00	23,940.00
Invoice	12/11/2006	128				12		22.50	270.00	270.00	24,210.00
Invoice	12/11/2006	128				12		20.25	243.00	243.00	24,453.00
Invoice	12/11/2006	128				60		22.50	1,350.00	1,350.00	25,803.00
Invoice	12/11/2006	128				12		18.00	216.00	216.00	26,019.00
Invoice	12/11/2006	128				36		20.00	720.00	720.00	26,739.00
Invoice	12/11/2006	128				6		22.50	135.00	135.00	26,874.00
Invoice	04/23/2007	132				672		22.50	15,120.00	15,120.00	41,994.00
Invoice	04/23/2007	132				672		20.00	13,440.00	13,440.00	55,434.00
Invoice	04/23/2007	132				336		19.00	6,384.00	6,384.00	61,818.00
Invoice	05/11/2007	136				324		19.00	6,156.00	6,156.00	67,974.00
Invoice	06/19/2007	142				653		22.50	14,692.50	14,692.50	82,666.50
Invoice	02/07/2008	2007-94				264		22.50	5,940.00	5,940.00	88,606.50
Invoice	03/13/2008	2008-02				588		22.50	13,230.00	13,230.00	101,836.50
Invoice	03/13/2008	2008-03				261		20.00	5,220.00	5,220.00	107,056.50
Invoice	03/20/2008	2008-4				261		20.00	5,220.00	5,220.00	112,276.50
Invoice	06/09/2008	2008-14				332		22.50	7,470.00	7,470.00	119,746.50
Invoice	08/05/2008	2008-28				260		19.00	4,940.00	4,940.00	124,686.50
Invoice	08/05/2008	2008-28				260		18.00	4,680.00	4,680.00	129,366.50
Invoice	08/05/2008	2008-28				130		14.00	1,820.00	1,820.00	131,186.50
Invoice	08/05/2008	2008-28				130		14.00	1,820.00	1,820.00	133,006.50
Invoice	08/05/2008	2008-28				82		10.00	820.00	820.00	133,826.50
Invoice	11/25/2008	2008-37				82		20.00	1,640.00	1,640.00	135,466.50
Invoice	02/05/2009	2008-63				519		19.00	9,861.00	8.70	135,475.20
Invoice	02/05/2009	2008-63				519		19.00	9,861.00	8.23	135,483.43
Invoice	02/05/2009	2008-63				519		19.00	9,861.00	41.19	135,524.62
Invoice	02/05/2009	2008-63				519		19.00	9,861.00	32.97	135,557.59
Invoice	02/05/2009	2008-63				519		19.00	9,861.00	69.59	135,627.18
Invoice	02/05/2009	2008-63				259		18.00	4,662.00	19.48	135,646.66
Invoice	02/05/2009	2008-63				259		18.00	4,662.00	4.11	135,650.77
Invoice	02/05/2009	2008-63				259		18.00	4,662.00	15.58	135,666.35
Invoice	02/05/2009	2008-63				259		18.00	4,662.00	3.89	135,670.24
Invoice	02/05/2009	2008-63				259		18.00	4,662.00	32.90	135,703.14
Invoice	02/05/2009	2008-63				260		22.50	5,850.00	41.28	135,744.42
Invoice	02/05/2009	2008-63				260		22.50	5,850.00	19.55	135,763.97
Invoice	02/05/2009	2008-63				260		22.50	5,850.00	24.44	135,788.41
Invoice	02/05/2009	2008-63				260		22.50	5,850.00	5.16	135,793.57
Invoice	02/05/2009	2008-63				260		22.50	5,850.00	4.89	135,798.46
Invoice	02/05/2009	2008-63				24		24.00	576.00	4.06	135,802.52
Invoice	02/05/2009	2008-63				24		24.00	576.00	0.51	135,803.03
Invoice	02/05/2009	2008-63				24		24.00	576.00	0.48	135,803.51
Invoice	02/05/2009	2008-63				24		24.00	576.00	2.41	135,805.92
Invoice	02/05/2009	2008-63				24		24.00	576.00	1.93	135,807.85
Invoice	02/05/2009	2008-63				24		10.00	240.00	1.00	135,808.85

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Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	02/05/2009	2008-63	[redacted]			24		10.00	240.00	0.80	135,809.65
Invoice	02/05/2009	2008-63				24		10.00	240.00	1.69	135,811.34
Invoice	02/05/2009	2008-63				24		10.00	240.00	0.20	135,811.54
Invoice	02/05/2009	2008-63				24		10.00	240.00	0.21	135,811.75
Invoice	02/05/2009	2008-63				8		19.00	152.00	1.07	135,812.82
Invoice	02/05/2009	2008-63				8		19.00	152.00	0.51	135,813.33
Invoice	02/05/2009	2008-63				8		19.00	152.00	0.13	135,813.46
Invoice	02/05/2009	2008-63				8		19.00	152.00	0.13	135,813.59
Invoice	02/05/2009	2008-63				8		19.00	152.00	0.64	135,814.23
Invoice	02/05/2009	2008-63				1		-152.00	-152.00	-0.13	135,814.10
Invoice	02/05/2009	2008-63				1		-152.00	-152.00	-0.13	135,813.97
Invoice	02/05/2009	2008-63				1		-152.00	-152.00	-0.64	135,813.33
Invoice	02/05/2009	2008-63				1		-152.00	-152.00	-0.51	135,812.82
Invoice	02/05/2009	2008-63				1		-152.00	-152.00	-1.07	135,811.75
Invoice	02/05/2009	2008-63				1		-152.00	-152.00	-1.69	135,810.06
Invoice	02/05/2009	2008-63				1		-152.00	-152.00	-4.06	135,806.00
Invoice	02/05/2009	2008-63				1		-152.00	-152.00	-41.28	135,764.72
Invoice	02/05/2009	2008-63				1		-152.00	-152.00	-69.59	135,695.13
Invoice	02/05/2009	2008-63				1		-152.00	-152.00	-32.90	135,662.23
Invoice	02/05/2009	2008-63				4		18.00	72.00	0.06	135,662.29
Invoice	02/05/2009	2008-63				4		18.00	72.00	0.24	135,662.53
Invoice	02/05/2009	2008-63				4		18.00	72.00	0.51	135,663.04
Invoice	02/05/2009	2008-63				4		18.00	72.00	0.06	135,663.10
Invoice	02/05/2009	2008-63				4		18.00	72.00	0.30	135,663.40
Invoice	02/05/2009	2008-63				1		-72.00	-72.00	-15.58	135,647.82
Invoice	02/05/2009	2008-63				1		-72.00	-72.00	-32.97	135,614.85
Invoice	02/05/2009	2008-63				1		-72.00	-72.00	-0.06	135,614.79
Invoice	02/05/2009	2008-63				1		-72.00	-72.00	-0.30	135,614.49
Invoice	02/05/2009	2008-63				1		-72.00	-72.00	-0.24	135,614.25
Invoice	02/05/2009	2008-63				1		-72.00	-72.00	-19.55	135,594.70
Invoice	02/05/2009	2008-63				1		-72.00	-72.00	-1.93	135,592.77
Invoice	02/05/2009	2008-63				1		-72.00	-72.00	-0.80	135,591.97
Invoice	02/05/2009	2008-63				1		-72.00	-72.00	-0.06	135,591.91
Invoice	02/05/2009	2008-63				1		-72.00	-72.00	-0.51	135,591.40
Invoice	02/05/2009	2008-63				4		22.50	90.00	0.64	135,592.04
Invoice	02/05/2009	2008-63				4		22.50	90.00	0.30	135,592.34
Invoice	02/05/2009	2008-63				4		22.50	90.00	0.38	135,592.72
Invoice	02/05/2009	2008-63				4		22.50	90.00	0.08	135,592.80
Invoice	02/05/2009	2008-63				4		22.50	90.00	0.08	135,592.88
Invoice	02/05/2009	2008-63				1		-90.00	-90.00	-41.19	135,551.69
Invoice	02/05/2009	2008-63				1		-90.00	-90.00	-19.48	135,532.21
Invoice	02/05/2009	2008-63				1		-90.00	-90.00	-0.08	135,532.13
Invoice	02/05/2009	2008-63				1		-90.00	-90.00	-24.44	135,507.69
Invoice	02/05/2009	2008-63				1		-90.00	-90.00	-0.38	135,507.31
Invoice	02/05/2009	2008-63				1		-90.00	-90.00	-0.30	135,507.01
Invoice	02/05/2009	2008-63				1		-90.00	-90.00	-0.08	135,506.93
Invoice	02/05/2009	2008-63				1		-90.00	-90.00	-2.41	135,504.52
Invoice	02/05/2009	2008-63				1		-90.00	-90.00	-0.64	135,503.88
Invoice	02/05/2009	2008-63				1		-90.00	-90.00	-1.00	135,502.88
Invoice	02/05/2009	2008-63				1		19.00	19.00	0.13	135,503.01
Invoice	02/05/2009	2008-63				1		19.00	19.00	0.08	135,503.09
Invoice	02/05/2009	2008-63				1		19.00	19.00	0.06	135,503.15
Invoice	02/05/2009	2008-63				1		19.00	19.00	0.02	135,503.17
Invoice	02/05/2009	2008-63				1		19.00	19.00	0.02	135,503.19
Invoice	02/05/2009	2008-63				1		-19.00	-19.00	-0.08	135,503.11
Invoice	02/05/2009	2008-63				1		-19.00	-19.00	-8.70	135,494.41

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Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	02/05/2009	2008-63	[redacted]			1		-19.00	-19.00	-0.06	135,494.35
Invoice	02/05/2009	2008-63				1		-19.00	-19.00	-0.21	135,494.14
Invoice	02/05/2009	2008-63				1		-19.00	-19.00	-0.51	135,493.63
Invoice	02/05/2009	2008-63				1		-19.00	-19.00	-0.13	135,493.50
Invoice	02/05/2009	2008-63				1		-19.00	-19.00	-5.16	135,488.34
Invoice	02/05/2009	2008-63				1		-19.00	-19.00	-4.11	135,484.23
Invoice	02/05/2009	2008-63				1		-19.00	-19.00	-0.02	135,484.21
Invoice	02/05/2009	2008-63				1		-19.00	-19.00	-0.02	135,484.19
Invoice	02/05/2009	2008-63				1		18.00	18.00	0.02	135,484.21
Invoice	02/05/2009	2008-63				1		18.00	18.00	0.02	135,484.23
Invoice	02/05/2009	2008-63				1		18.00	18.00	0.08	135,484.31
Invoice	02/05/2009	2008-63				1		18.00	18.00	0.06	135,484.37
Invoice	02/05/2009	2008-63				1		18.00	18.00	0.13	135,484.50
Invoice	02/05/2009	2008-63				1		-18.00	-18.00	-8.23	135,476.27
Invoice	02/05/2009	2008-63				1		-18.00	-18.00	-4.89	135,471.38
Invoice	02/05/2009	2008-63				1		-18.00	-18.00	-0.48	135,470.90
Invoice	02/05/2009	2008-63				1		-18.00	-18.00	-0.20	135,470.70
Invoice	02/05/2009	2008-63				1		-18.00	-18.00	-0.13	135,470.57
Invoice	02/05/2009	2008-63				1		-18.00	-18.00	-0.06	135,470.51
Invoice	02/05/2009	2008-63				1		-18.00	-18.00	-0.08	135,470.43
Invoice	02/05/2009	2008-63				1		-18.00	-18.00	-0.02	135,470.41
Invoice	02/05/2009	2008-63				1		-18.00	-18.00	-3.89	135,466.52
Invoice	02/05/2009	2008-63				1		-18.00	-18.00	-0.02	135,466.50
Invoice	04/07/2009	2008-63				519		19.00	9,861.00	9,700.32	145,166.82
Invoice	04/07/2009	2008-63				259		18.00	4,662.00	4,586.04	149,752.86
Invoice	04/07/2009	2008-63				260		22.50	5,850.00	5,754.68	155,507.54
Invoice	04/07/2009	2008-63				24		24.00	576.00	566.61	156,074.15
Invoice	04/07/2009	2008-63				24		10.00	240.00	236.10	156,310.25
Invoice	04/07/2009	2008-63				8		19.00	152.00	149.52	156,459.77
Invoice	04/07/2009	2008-63				4		18.00	72.00	70.83	156,530.60
Invoice	04/07/2009	2008-63				4		22.50	90.00	88.52	156,619.12
Invoice	04/07/2009	2008-63				1		19.00	19.00	18.69	156,637.81
Invoice	04/07/2009	2008-63				1		18.00	18.00	17.69	156,655.50
Total [redacted]						7,658				156,655.50	156,655.50
[redacted]											
Invoice	05/11/2009	2008-68	[redacted]			120		20.00	2,400.00	2,400.00	2,400.00
Invoice	05/11/2009	2008-68				1		816.00	816.00	816.00	3,216.00
Invoice	05/11/2009	2008-68				120		18.00	2,160.00	2,160.00	5,376.00
Invoice	05/11/2009	2008-68				1		741.40	741.40	741.40	6,117.40
Invoice	05/11/2009	2008-68				84		22.50	1,890.00	1,890.00	8,007.40
Invoice	05/11/2009	2008-68				1		646.80	646.80	646.80	8,654.20
Total [redacted]						327				8,654.20	8,654.20
[redacted]											
Invoice	01/24/2005	60		[redacted]		12		22.50	270.00	270.00	270.00
Total [redacted]						12				270.00	270.00

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
[redacted]											
Invoice	01/01/2011	2010-...	[redacted]			1		24.00	24.00	24.00	24.00
Invoice	06/06/2011	2011-...				3		38.40	115.20	115.20	139.20
Invoice	06/06/2011	2011-...				1		10.00	10.00	10.00	149.20
Invoice	06/30/2011	2011-...				5		20.00	100.00	3.70	152.90
Invoice	06/30/2011	2011-...				2		38.00	76.00	2.82	155.72
Invoice	06/30/2011	2011-...				1		-7.06	-7.06	-2.82	152.90
Invoice	06/30/2011	2011-...				1		-7.06	-7.06	-0.54	152.36
Invoice	06/30/2011	2011-...				1		-7.06	-7.06	-3.70	148.66
Invoice	09/13/2011	2011-...				5		20.00	100.00	96.30	244.96
Invoice	09/13/2011	2011-...				2		38.00	76.00	73.18	318.14
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.04	319.18
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.04	320.22
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.04	321.26
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.04	322.30
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.04	323.34
Invoice	12/20/2011	2011-...				1		48.00	48.00	2.09	325.43
Invoice	12/20/2011	2011-...				1		-7.78	-7.78	-1.04	324.39
Invoice	12/20/2011	2011-...				1		-7.78	-7.78	-2.09	322.30
Invoice	12/20/2011	2011-...				1		-7.78	-7.78	-1.05	321.25
Invoice	12/20/2011	2011-...				1		-7.78	-7.78	-1.05	320.20
Invoice	12/20/2011	2011-...				1		-7.78	-7.78	-1.05	319.15
Invoice	12/20/2011	2011-...				1		-7.78	-7.78	-1.05	318.10
Invoice	12/20/2011	2011-...				1		-7.78	-7.78	-0.45	317.65
Invoice	12/20/2011	2011-...				2		48.00	96.00	2.09	319.74
Invoice	12/20/2011	2011-...				2		48.00	96.00	2.10	321.84
Invoice	12/20/2011	2011-...				2		48.00	96.00	2.10	323.94
Invoice	12/20/2011	2011-...				2		48.00	96.00	2.10	326.04
Invoice	12/20/2011	2011-...				2		48.00	96.00	2.10	328.14
Invoice	12/20/2011	2011-...				2		48.00	96.00	4.20	332.34
Invoice	12/20/2011	2011-...				1		-15.58	-15.58	-2.09	330.25
Invoice	12/20/2011	2011-...				1		-15.58	-15.58	-4.20	326.05
Invoice	12/20/2011	2011-...				1		-15.58	-15.58	-2.10	323.95
Invoice	12/20/2011	2011-...				1		-15.58	-15.58	-2.10	321.85
Invoice	12/20/2011	2011-...				1		-15.58	-15.58	-2.10	319.75
Invoice	12/20/2011	2011-...				1		-15.58	-15.58	-2.10	317.65
Invoice	12/20/2011	2011-...				1		-15.58	-15.58	-0.89	316.76
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	317.81
Invoice	12/20/2011	2011-...				1		48.00	48.00	2.10	319.91
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	320.96
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	322.01
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	323.06
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	324.11
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-0.45	323.66
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	322.61
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	321.56
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	320.51
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	319.46
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-2.10	317.36
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.04	316.32
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	317.37
Invoice	12/20/2011	2011-...				1		48.00	48.00	2.10	319.47
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	320.52
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	321.57
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	322.62
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	323.67

Terry Hoage Vineyards
Sales by Customer Detail
All Transactions

Type	Date	Num	Memo	Name	Item	Qty	U/M	Sales Price	Original Amount	Paid Amount	Balance
Invoice	12/20/2011	2011-...	[redacted]			1		-7.79	-7.79	-0.45	323.22
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	322.17
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	321.12
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	320.07
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-2.10	317.97
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.04	316.93
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	315.88
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	316.93
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	317.98
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	319.03
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	320.08
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	321.13
Invoice	12/20/2011	2011-...				1		48.00	48.00	2.10	323.23
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	322.18
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-0.45	321.73
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.04	320.69
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-2.10	318.59
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	317.54
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	316.49
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	315.44
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	316.49
Invoice	12/20/2011	2011-...				1		48.00	48.00	2.10	318.59
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	319.64
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	320.69
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	321.74
Invoice	12/20/2011	2011-...				1		48.00	48.00	1.05	322.79
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	321.74
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-0.45	321.29
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	320.24
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.05	319.19
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-1.04	318.15
Invoice	12/20/2011	2011-...				1		-7.79	-7.79	-2.10	316.05
Invoice	12/29/2011	2011-...				1		-7.79	-7.79	-1.05	315.00
Invoice	12/29/2011	2011-...				3		38.40	115.20	115.20	430.20
Invoice	12/29/2011	2011-...				1		48.00	48.00	40.71	470.91
Invoice	12/29/2011	2011-...				2		48.00	96.00	81.31	552.22
Invoice	12/29/2011	2011-...				1		48.00	48.00	40.65	592.87
Invoice	12/29/2011	2011-...				1		48.00	48.00	40.65	633.52
Invoice	12/29/2011	2011-...				1		48.00	48.00	40.65	674.17
Invoice	12/29/2011	2011-...				1		48.00	48.00	40.65	714.82
Total [redacted]						29				714.82	714.82
[redacted]											
Invoice	10/23/2007	2007-91		[redacted]		120		22.50	2,700.00	2,700.00	2,700.00
Invoice	10/23/2007	2007-91				120		20.00	2,400.00	2,400.00	5,100.00
Total [redacted]						240				5,100.00	5,100.00
TOTAL						43,283.25				926,484.60	926,484.60

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Mark: TH VINEYARDS

TH VINEYARDS

US Serial Number: 77957129

Application Filing Date: Mar. 11, 2010

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Suspension check completed. Application remains suspended.

Status Date: Jun. 30, 2014

Mark Information

Mark Literal Elements: TH VINEYARDS

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "VINEYARDS"

Goods and Services

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

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

For: Wine

International Class(es): 033 - Primary Class

U.S Class(es): 047, 049

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 08, 2004

Use in Commerce: Nov. 08, 2004

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: Serine-Cannonau Vineyard, Inc.

Owner Address: 870 Arbor Road
Paso Robles, CALIFORNIA 93446
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Anne Hiaring Hocking

Docket Number: HOAGE (3)

Attorney Primary Email Address: trademarks@hiaringsmith.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Anne Hiaring Hocking
Hiaring & Smith
101 Lucas Valley Road

EXHIBIT 19
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

Suite 300
San Rafael, CALIFORNIA 94903
UNITED STATES

Phone: (415) 457-2040 Fax: (415) 457-2822

Correspondent e-mail: trademarks@hiaringsmith.com Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 28, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 28, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 30, 2014	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Dec. 30, 2013	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Oct. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 30, 2013	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Dec. 29, 2012	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Jun. 29, 2012	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70629
Jun. 29, 2012	ASSIGNED TO LIE	70629
Dec. 29, 2011	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Jun. 28, 2011	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jun. 28, 2011	LETTER OF SUSPENSION E-MAILED	6332
Jun. 28, 2011	SUSPENSION LETTER WRITTEN	72505
Jan. 02, 2011	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jan. 02, 2011	FINAL REFUSAL E-MAILED	
Jan. 02, 2011	FINAL REFUSAL WRITTEN	72505
Dec. 15, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 14, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 14, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 14, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 14, 2010	NON-FINAL ACTION E-MAILED	6325
Jun. 14, 2010	NON-FINAL ACTION WRITTEN	72505
Jun. 14, 2010	ASSIGNED TO EXAMINER	72505
Mar. 18, 2010	NOTICE OF PSEUDO MARK MAILED	
Mar. 17, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 15, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: DE JONGE, KATHLEEN RUS Law Office Assigned: LAW OFFICE 107

File Location

Current Location: TMEG LAW OFFICE 107 Date in Location: Jun. 29, 2012

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Cancellation

Proceeding Number: 92053854 Filing Date: Jun 21, 2013

Status: Pending Status Date: Apr 06, 2011

Interlocutory Attorney: WENDY COHEN

Defendant

Name: Viña Undurraga S.A.

Correspondent Address: GEORGE W LEWIS
WESTERMAN HATTORI DANIELS & ADRIAN
1250 CONNECTICUT AVENUE NW, SUITE 700
WASHINGTON DC , 20036
UNITED STATES

Correspondent e-mail: TrademarkMail@WHDA.COM , glewis@whda.com , TJeffery@WHDA.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
TH	Cancellation Pending	77294370	3523399

Plaintiff(s)

Name: Serine-Cannonau Vineyard, Inc. dba Terry Hoage Vineyards

Correspondent Address: ANNE HIARING HOCKING
HIARING SMITH LLP
101 LUCAS VALLEY ROAD, SUITE 300
SAN RAFAEL CA , 94903
UNITED STATES

Correspondent e-mail: trademarks@hiaringsmith.com , anne@hiaringsmith.com , elizabeth@hiaringsmith.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
TH VINEYARDS	Report Completed Suspension Check - Case Still Suspended	77957129	
T H	Report Completed Suspension Check - Case Still Suspended	77957906	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 06, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 07, 2011	May 17, 2011
3	PENDING, INSTITUTED	Apr 07, 2011	
4	ANSWER	May 17, 2011	
5	BOARD'S ORDER TRIAL DATES REMAIN AS PREVIOUSLY SET	May 18, 2011	
6	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jul 01, 2011	
7	EXTENSION OF TIME GRANTED	Jul 13, 2011	
8	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Aug 15, 2011	
9	EXTENSION OF TIME GRANTED	Aug 18, 2011	
10	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jan 13, 2012	
11	EXTENSION OF TIME GRANTED	Jan 30, 2012	
12	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Feb 08, 2012	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Mar 08, 2012	
14	EXTENSION OF TIME GRANTED	Mar 08, 2012	
15	EXTENSION OF TIME GRANTED	Mar 19, 2012	
16	P MOT FOR EXT W/ CONSENT	Apr 09, 2012	
17	EXTENSION OF TIME GRANTED	Apr 09, 2012	
18	P MOT FOR EXT W/ CONSENT	May 10, 2012	
19	EXTENSION OF TIME GRANTED	May 10, 2012	
20	P MOT FOR EXT W/ CONSENT	Jun 08, 2012	
21	EXTENSION OF TIME GRANTED	Jun 08, 2012	
22	P MOT FOR EXT W/ CONSENT	Jul 09, 2012	
23	EXTENSION OF TIME GRANTED	Jul 09, 2012	
24	P MOT FOR EXT W/ CONSENT	Aug 08, 2012	
25	EXTENSION OF TIME GRANTED	Aug 08, 2012	
26	P MOT FOR EXT W/ CONSENT	Sep 07, 2012	
27	EXTENSION OF TIME GRANTED	Sep 07, 2012	

28	P MOT FOR EXT W/ CONSENT	Oct 03, 2012
29	EXTENSION OF TIME GRANTED	Oct 04, 2012
30	P MOT FOR EXT W/ CONSENT	Dec 10, 2012
31	EXTENSION OF TIME GRANTED	Dec 10, 2012
32	P MOT FOR EXT W/ CONSENT	Jan 07, 2013
33	EXTENSION OF TIME GRANTED	Jan 07, 2013
34	P MOT FOR EXT W/ CONSENT	Feb 04, 2013
35	EXTENSION OF TIME GRANTED	Feb 04, 2013
36	P MOT FOR EXT W/ CONSENT	Mar 04, 2013
37	EXTENSION OF TIME GRANTED	Mar 04, 2013
38	P MOT FOR EXT W/ CONSENT	Apr 01, 2013
39	EXTENSION OF TIME GRANTED	Apr 01, 2013
40	P MOT FOR EXT W/ CONSENT	May 07, 2013
41	EXTENSION OF TIME GRANTED	May 15, 2013
42	P RESP TO BD ORDER/INQUIRY	Jun 21, 2013
43	P MOT FOR EXT W/ CONSENT	Jun 21, 2013
44	SUSPENDED	Jul 19, 2013
45	D CHANGE OF CORRESP ADDRESS	Aug 09, 2013
46	P MOT FOR EXT W/ CONSENT	Dec 04, 2013
47	TRIAL DATES RESET	Dec 10, 2013
48	P MOT FOR EXT W/ CONSENT	Jan 27, 2014
49	P RESP TO BD ORDER/INQUIRY	Jan 27, 2014
50	EXTENSION OF TIME GRANTED	Jan 30, 2014
51	CORRECTION TO BD ORDER	Feb 05, 2014
52	P MOT FOR EXT W/ CONSENT	May 01, 2014
53	P MOT FOR EXT W/ CONSENT	May 01, 2014
54	EXTENSION OF TIME GRANTED	May 09, 2014
55	P MOT FOR EXT W/ CONSENT	Jun 24, 2014
56	P MOT FOR EXT W/ CONSENT	Jun 24, 2014
57	MOTION DENIED	Jul 19, 2014
58	P MOT FOR EXT W/ CONSENT	Aug 11, 2014
59	P RESP TO BD ORDER/INQUIRY	Aug 11, 2014
60	EXTENSION OF TIME GRANTED	Aug 28, 2014

PTO Form 2196 (Rev 9/2005)
OMB No 0651-0056 (Exp 09/30/2014)

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77957129
LAW OFFICE ASSIGNED	LAW OFFICE 107
ATTORNEY DOCKET NUMBER	HOAGE (3)
MARK SECTION	
MARK	TH VINEYARDS
ATTORNEY SECTION	
ORIGINAL ADDRESS	Noel K. Egnatios, Esq. 1299 Pennsylvania Avenue NW, Suite 700 WASHINGTON District of Columbia (DC) 20004 US 202-842-7800 202-842-7899 trademarks@cooley.com
NEW ATTORNEY ADDRESS	
STATEMENT TEXT	By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney:
NAME	Anne Hiaring Hocking
FIRM NAME	Hiaring & Smith
INTERNAL ADDRESS	Suite 300
STREET	101 Lucas Valley Road
CITY	San Rafael
STATE	California
COUNTRY	United States
POSTAL/ZIP CODE	94903

PHONE	(415) 457-2040
FAX	(415) 457-2822
EMAIL	trademarks@hiaringsmith.com
ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
ATTORNEY DOCKET NUMBER	HOAGE (3)
NEW OTHER APPOINTED ATTORNEYS	Kathryn M. Wheble, Elizabeth J. Rest
NEW CORRESPONDENCE ADDRESS	
NAME	Anne Hiaring Hocking
FIRM NAME	Hiaring & Smith
DOCKET/REFERENCE NUMBER	HOAGE (3)
INTERNAL ADDRESS	Suite 300
STREET	101 Lucas Valley Road
CITY	San Rafael
STATE	California
COUNTRY	United States
POSTAL/ZIP CODE	94903
PHONE	(415) 457-2040
FAX	(415) 457-2822
EMAIL	trademarks@hiaringsmith.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
OTHER APPOINTED ATTORNEY	Kathryn M. Wheble, Elizabeth J. Rest
SIGNATURE SECTION	
SIGNATURE	/Jennifer L. Hoage/
SIGNATORY NAME	Jennifer L. Hoage
SIGNATORY DATE	08/28/2014
SIGNATORY POSITION	Vice-President
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Aug 28 11:26:25 EDT 2014
	USPTO/RAA-173.8.67.185-20140828112625187389-788907

TEAS STAMP	52-50023b3d16d2aec429e54a da108022f563c9d97b52c422f 5a461a7e72cb62b2e-N/A-N/A -20140826195442905232

PTO Form 2196 (Rev 9/2005)
OMB No. 0651-0056 (Exp 09/30/2014)

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

To the Commissioner for Trademarks:
MARK: TH VINEYARDS
SERIAL NUMBER: 77957129
ATTORNEY DOCKET NUMBER HOAGE (3)

The original attorney
Noel K. Egnatios, Esq.
1299 Pennsylvania Avenue NW, Suite 700
WASHINGTON District of Columbia 20004
US
202-842-7800
202-842-7899
trademarks@cooley.com

Original Correspondence Address :
Noel K. Egnatios, Esq.
COOLEY LLP
1299 Pennsylvania Avenue NW, Suite 700
WASHINGTON District of Columbia 20004
US
202-842-7800
202-842-7899
trademarks@cooley.com

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: In addition, any additional previously-appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

Newly Appointed Attorney:
Anne Hiaring Hocking
Hiaring & Smith
Suite 300
101 Lucas Valley Road
San Rafael, California 94903
United States
(415) 457-2040
(415) 457-2822
trademarks@hiaringsmith.com
HOAGE (3)

Other Appointed Attorneys:

Kathryn M. Wheble, Elizabeth J. Rest

The following is to be used as the correspondence address:
Anne Hiaring Hocking
Hiaring & Smith
Suite 300
101 Lucas Valley Road
San Rafael, California 94903
United States

(415) 457-2040
(415) 457-2822
trademarks@hiaringsmith.com The attorney docket/reference number is HOAGE (3).

Signature: /Jennifer L. Hoage/ Date: 08/28/2014
Signatory's Name: Jennifer L. Hoage
Signatory's Position: Vice-President

Serial Number: 77957129
Internet Transmission Date: Thu Aug 28 11:26:25 EDT 2014
TEAS Stamp: USPTO/RAA-173.8.67.185-20140828112625187
389-78890752-50023b3d16d2aec429e54ada108
022f563c9d97b52c422f5a461a7e72cb62b2e-N/
A-N/A-20140826195442905232

Change Of Correspondence Address

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77957129
LAW OFFICE ASSIGNED	LAW OFFICE 107
MARK SECTION	
MARK	TH VINEYARDS
CORRESPONDENCE SECTION (current)	
ORIGINAL ADDRESS	ANNE H. PECK 777 6TH ST NW STE 1100 WASHINGTON District of Columbia 20001-3706 US (650) 843-5096 (650) 857-0663 trademarks@cooley.com
NEW CORRESPONDENCE ADDRESS	
NEW ADDRESS	COOLEY LLP 1299 Pennsylvania Avenue NW, Suite 700 WASHINGTON District of Columbia United States 20004 202-842-7800 202-842-7899 trademarks@cooley.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
SIGNATURE SECTION	
SIGNATURE	/Lisa K. Koenig/
SIGNATORY NAME	Lisa K. Koenig
SIGNATORY DATE	10/15/2013
SIGNATORY POSITION	Attorney of Record, CO Bar Member
AUTHORIZED SIGNATORY	YES

FILING INFORMATION SECTION

SUBMIT DATE	Wed Oct 16 09:32:43 EDT 2013
TEAS STAMP	USPTO/CCA-50.59.105.10-20131016093243408390-77825301-5007e7fda71ebb31039dbf4c9d391ce86827293ca8274ddcccad051ca725587a7b4-N/A-N/A-20131015140707651885

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957129 - TH VINEYARDS - N/A
Sent:	6/28/2011 5:51:53 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO. 77957129

MARK: TH VINEYARDS

77957129

CORRESPONDENT ADDRESS:
ANNE H. PECK
COOLEY GODWARD KRONISH LLP
777 6TH ST NW STE 1100
WASHINGTON, DC 20001-3706

GENERAL TRADEMARK INFORMATION:
http://www.uspto.gov/main/trademarks.htm

APPLICANT: Serine-Cannonau Vineyard, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:
N/A
CORRESPONDENT E-MAIL ADDRESS:
trademarks@cooley.com

SUSPENSION NOTICE: NO RESPONSE NEEDED

ISSUE/MAILING DATE: 6/28/2011

The trademark examining attorney is suspending action on the application for the reason stated below. *See* 37 C.F.R. §2.67; TMEP §§716 *et seq.*

The USPTO will periodically conduct a status check of the application to determine whether suspension remains appropriate, and the trademark examining attorney will issue as needed an inquiry letter to applicant regarding the status of the matter on which suspension is based. TMEP §§716.04, 716.05. Applicant will be notified when suspension is no longer appropriate. *See* TMEP §716.04.

No response to this notice is necessary; however, if applicant wants to respond, applicant should use the

"Response to Suspension Inquiry or Letter of Suspension" form online at http://teasroa.uspto.gov/rsi/rsi.

Action on this application is suspended pending the disposition of:

- Cancellation No. 92053854 regarding **U.S. Reg. No. 3523399**

The proceeding above pertains to a registration cited as a bar to applicant's registration under Section 2(d) of the Trademark Act. 15 U.S.C. §1052. Therefore, action is suspended pending the final disposition of this proceeding. See 37 C.F.R. §2.83; TMEP §§716.02(a), (c) and (d), 1208 *et seq*.

The Section 2(d) final refusal, based on a likelihood of confusion with the marks in **U.S. Registration Nos. 3523399 and 3523400**, is herein maintained.

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. *See* 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of $50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

/Kathleen de Jonge/
Examining Attorney, Law Office 107
(571) 272-9152
kathleen.dejonge@USPTO.gov
(informal communications only)

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at http://tarr.uspto.gov/. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/teas/eTEASpageE.htm.

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957129 - TH VINEYARDS - N/A
Sent:	6/28/2011 5:51:57 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO LETTER (AN OFFICE ACTION) HAS ISSUED ON 6/28/2011 FOR SERIAL NO. 77957129

Please follow the instructions below:

TO READ OFFICE LETTER: Click on this **link** or go to **http://portal.uspto.gov/external/portal/tow** and enter the application serial number to **access** the Office letter

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

HELP: For *technical* assistance in accessing the Office correspondence, please e-mail **TDR@uspto.gov**. Please contact the assigned examining attorney with questions about the Office letter.

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957129 - TH VINEYARDS - N/A
Sent:	1/2/2011 1:34:55 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	Attachment - 1 Attachment - 2 Attachment - 3 Attachment - 4 Attachment - 5 Attachment - 6

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO. 77957129

MARK: TH VINEYARDS

77957129

CLICK HERE TO RESPOND TO THIS LETTER:
http://www.uspto.gov/teas/eTEASpageD.htm

CORRESPONDENT ADDRESS:
ANNE H. PECK
COOLEY GODWARD KRONISH LLP
777 6TH ST NW STE 1100
WASHINGTON, DC 20001-3706

APPLICANT: Serine-Cannonau Vineyard, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:
N/A

CORRESPONDENT E-MAIL ADDRESS:
trademarks@cooley.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 1/2/2011

THIS IS A FINAL ACTION.

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. *See* 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of $50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

This Office action is in response to applicant's communication filed on December 14, 2010.

Suspension Request
Applicant has requested suspension of its application pending resolution of discussions with the owner of the cited registrations. Suspension of the application is appropriate only if applicant states that a cancellation proceeding has already been filed or is being filed concurrently with the response to the Office action. TMEP §716.02(a).

In this case, the TTAB's records do not indicate that a cancellation proceeding has been filed. Therefore, the request to suspend the application is denied.

Please note that applicant may file a petition to cancel the cited registrations under 15 U.S.C. §1064 and, within a proper response period, inform the examining attorney that the petition to cancel has been filed. **This will constitute a proper response to the §2(d) final refusal**, and may be done by telephone, as there are no other outstanding issues that require a written response. The examining attorney will then suspend further action until the termination of the cancellation proceeding. TMEP §716.02(a).

Final Refusal to Register – Likelihood of Confusion
For the reasons set forth below, the refusal under Trademark Act Section 2(d) is now made FINAL with respect to U.S. Registration Nos. 3523399 and 3523400 (see attachments). *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.64(a).

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely that a potential consumer would be confused or mistaken or deceived as to the source of the goods and/or services of the applicant and registrant. *See* 15 U.S.C. §1052(d). The court in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) listed the principal factors to be considered when determining whether there is a likelihood of confusion under Section 2(d). *See* TMEP §1207.01. However, not all of the factors are necessarily relevant or of equal weight, and any one factor may be dominant in a given case, depending upon the evidence of record. *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); *see In re E. I. du Pont*, 476 F.2d at 1361-62, 177 USPQ at 567.

In this case, the following factors are the most relevant: similarity of the marks, similarity of the goods, and similarity of trade channels of the goods. *See In re Opus One, Inc.*, 60 USPQ2d 1812 (TTAB 2001); *In re Dakin's Miniatures Inc.* , 59 USPQ2d 1593 (TTAB 1999); *In re Azteca Rest. Enters., Inc.*, 50 USPQ2d 1209 (TTAB 1999); TMEP §§1207.01 *et seq.*

Applicant's mark is **TH VINEYARDS** (with a disclaimer of "VINEYARDS") for "wine."

The registrant's marks are **TH** for "wines" and **TH TERROIR HUNTER** for "wines."

The Goods are Identical
The goods are identical -- wines.

If the goods of the respective parties are "similar in kind and/or closely related," the degree of similarity between the marks required to support a finding of likelihood of confusion is not as great as would be required with diverse goods. *In re J.M. Originals Inc.*, 6 USPQ2d 1393, 1394 (TTAB 1987); *see Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 1242, 73 USPQ2d 1350, 1354 (Fed. Cir. 2004); TMEP §1207.01(b).

The Marks are Confusingly Similar
The first term in the marks is **TH**. Consumers are generally more inclined to focus on the first word, prefix or syllable in any trademark or service mark. *See Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F. 3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005); *see also Mattel Inc. v. Funline Merch. Co.*, 81 USPQ2d 1372, 1374-75 (TTAB 2006); *Presto Prods., Inc. v. Nice-Pak Prods., Inc.*, 9 USPQ2d 1895, 1897 (TTAB 1988) ("it is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered" when making purchasing decisions).

The dominant term in applicant's mark is **TH**; applicant has disclaimed the descriptive term "VINEYARDS." Although a disclaimed portion of a mark certainly cannot be ignored, and the marks must be compared in their entireties, one feature of a mark may be more significant in creating a commercial impression. Disclaimed matter is typically less significant or less dominant when comparing marks. *See In re Dixie Rests., Inc.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997); *In re Nat'l Data Corp.* , 753 F.2d 1056, 1060, 224 USPQ 749, 752 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii).

The addition of the term "VINEYARDS" to the registrant's **TH** mark does not overcome the likelihood of confusion. The mere addition of a term to a registered mark generally does not obviate the similarity between the marks nor does it overcome a likelihood of confusion under Trademark Act Section 2(d). *See, e.g., In re Chatam Int'l Inc.* , 380 F.3d 1340, 71 USPQ2d 1944 (Fed. Cir. 2004); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266 (TTAB 2009); *In re El Torito Rests., Inc.*, 9 USPQ2d 2002 (TTAB 1988). The only exceptions are when the matter common to the marks is merely descriptive or diluted, and not likely to be perceived by purchasers as distinguishing source, or when the marks in their entireties convey a significantly different commercial impression. TMEP §1207.01(b)(iii); *see, e.g., Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 73 USPQ2d 1350 (Fed. Cir. 2004); *Citigroup Inc. v. Capital City Bank Grp., Inc.*, 94 USPQ2d 1645 (TTAB 2010); *In re Shawnee Milling Co.*, 225 USPQ 747 (TTAB 1985); *In re S.D. Fabrics, Inc.*, 223 USPQ 54 (TTAB 1984). There is no evidence in the record that "TH" is merely descriptive or diluted.

The substitution of "VINEYARDS" for the wording "TERROIR HUNTER" in the registrant's **TH TERROIR HUNTER** mark does not overcome the likelihood of confusion. Marks may be confusingly similar in appearance where there are similar terms or phrases or similar parts of terms or phrases appearing in both applicant's and registrant's mark. *See Crocker Nat'l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689 (TTAB 1986), *aff'd sub nom. Canadian Imperial Bank of Commerce v.*

Wells Fargo Bank, Nat'l Ass'n , 811 F.2d 1490, 1 USPQ2d 1813 (Fed. Cir. 1987) (COMMCASH and COMMUNICASH); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (21 CLUB and "21" CLUB (stylized)); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985) (CONFIRM and CONFIRMCELLS); *In re Collegian Sportswear Inc.*, 224 USPQ 174 (TTAB 1984) (COLLEGIAN OF CALIFORNIA and COLLEGIENNE); *In re Pellerin Milnor Corp.*, 221 USPQ 558 (TTAB 1983) (MILTRON and MILLTRONICS); *In re BASF A.G.*, 189 USPQ 424 (TTAB 1975) (LUTEXAL and LUTEX); TMEP §1207.01(b)(ii)-(iii).

The first and dominant term in applicant's mark -- **TH** -- is identical to the only term in the registrant's **TH** mark and to the first term in the registrant's **TH TERROIR HUNTER** mark. The marks are confusingly similar in sound, appearance and commercial impression.

Trade Channels

In a likelihood of confusion analysis, the comparison of the parties' goods is based on the goods as they are identified in the application and registration, without limitations or restrictions that are not reflected therein. *Hewlett-Packard Co. v. Packard Press Inc.*, 281 F.3d 1261, 1267, 62 USPQ2d 1001, 1004 (Fed. Cir. 2002); *In re Dakin's Miniatures, Inc.* , 59 USPQ2d 1593, 1595 (TTAB 1999); *see* TMEP §1207.01(a)(iii).

In this case, the application and cited registrations describe the goods broadly as "wine" or "wines"; there are no limitations as to their nature, type, channels of trade or classes of purchasers. Therefore, it is presumed that the application and registrations encompasses all goods of the type described, that the goods move in all normal channels of trade, and that they are available to all potential customers. *See In re Thor Tech, Inc.*, 90 USPQ2d 1634, 1638-39 (TTAB 2009); *In re Jump Designs LLC*, 80 USPQ2d 1370, 1374 (TTAB 2006); *In re Elbaum*, 211 USPQ 639, 640 (TTAB 1981); TMEP §1207.01(a)(iii).

Priority of Use

Applicant has asserted that it is the prior user of the mark. Applicant's claim of priority of use is not relevant to this ex parte proceeding. *See In re Calgon Corp.*, 435 F.2d 596, 168 USPQ 278 (C.C.P.A. 1971). Trademark Act Section 7(b), 15 U.S.C. §1057(b), provides that a certificate of registration on the Principal Register is prima facie evidence of the validity of the registration, of the registrant's ownership of the mark, and of the registrant's exclusive right to use the mark in commerce on or in connection with the goods and/or services specified in the certificate. During ex parte prosecution, the trademark examining attorney has no authority to review or to decide on matters that constitute a collateral attack on the cited registration. TMEP §1207.01(d)(iv).

The overriding concern is not only to prevent buyer confusion as to the source of the goods, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. *See In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); *see Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1025 (Fed. Cir. 1988).

Given the similarity of the marks for identical goods, the refusal to register under Section 2(d) of the Trademark Act must be made final.

Response Guidelines

If applicant does not respond within six months of the date of issuance of this final Office action, the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond to this

final Office action by:

(1) Submitting a response that fully satisfies all outstanding requirements, if feasible; and/or

(2) Filing an appeal to the Trademark Trial and Appeal Board, with an appeal fee of $100 per class.

37 C.F.R. §§2.6(a)(18), 2.64(a); TBMP ch. 1200; TMEP §714.04.

In certain rare circumstances, a petition to the Director may be filed pursuant to 37 C.F.R. §2.63(b)(2) to review a final Office action that is limited to procedural issues. 37 C.F.R. §2.64(a); TMEP §714.04; *see* 37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is $100. 37 C.F.R. §2.6(a)(15).

If applicant has questions about the application or this Office action, please telephone the assigned trademark examining attorney at the telephone number below.

/Kathleen de Jonge/
Examining Attorney, Law Office 107
(571) 272-9152

TO RESPOND TO THIS LETTER: Use the Trademark Electronic Application System (TEAS) response form at http://teasroa.uspto.gov/roa/. Please wait 48-72 hours from the issue/mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at http://tarr.uspto.gov/. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/teas/eTEASpageE.htm.

DESIGN MARK

Serial Number
77294370

Status
REGISTERED

Word Mark
TH

Standard Character Mark
Yes

Registration Number
3523399

Date Registered
2008/10/28

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
VIÑA UNDURRAGA S.A. CORPORATION CHILE Vitacura 2939, Piso 21, Las Condes Santiago CHILE

Goods/Services
Class Status -- ACTIVE. IC 033. US 047 049. G & S: Wines.

Foreign Country Name
CHILE

Foreign Priority
FOREIGN PRIORITY CLAIMED

Foreign Application Number
789.034

Foreign Filing Date
2007/09/14

Foreign Registration Number
814.456

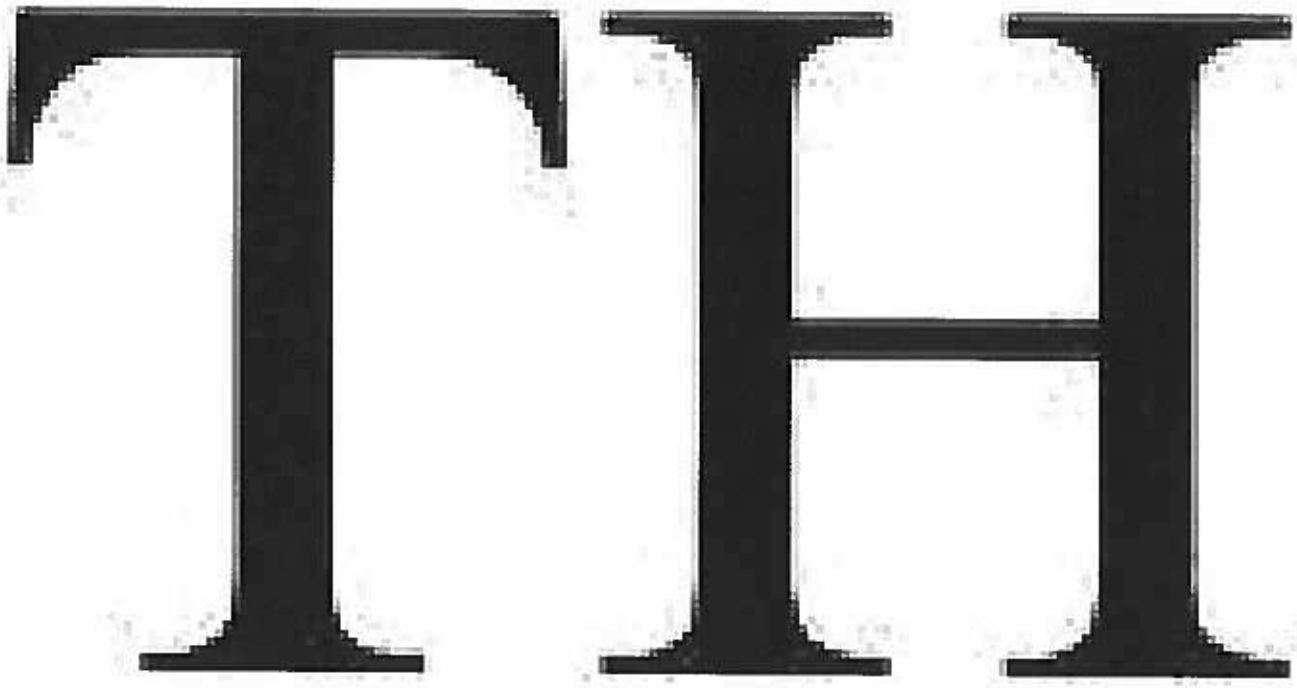
Foreign Registration Date
2008/04/21

Foreign Expiration Date
2018/04/21

Filing Date
2007/10/02

Examining Attorney
CASTRO, GIANCARLO

Attorney of Record
GEORGE W. LEWIS


TH

DESIGN MARK

Serial Number
77294382

Status
REGISTERED

Word Mark
TH TERROIR HUNTER

Standard Character Mark
Yes

Registration Number
3523400

Date Registered
2008/10/28

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
VIÑA UNDURRAGA S.A. CORPORATION CHILE Vitacura 2939, Piso 21, Las Condes Santiago CHILE

Goods/Services
Class Status -- ACTIVE. IC 033. US 047 049. G & S: Wines.

Foreign Country Name
CHILE

Foreign Priority
FOREIGN PRIORITY CLAIMED

Foreign Application Number
790067

Foreign Filing Date
2007/09/27

Foreign Registration Number
814479

Foreign Registration Date
2008/04/21

Foreign Expiration Date
2018/04/21

Translation Statement
The foreign wording in the mark translates into English as earth.

Filing Date
2007/10/02

Examining Attorney
CASTRO, GIANCARLO

Attorney of Record
GEORGE W. LEWIS

TH TERROIR HUNTER

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957129 - TH VINEYARDS - N/A
Sent:	1/2/2011 1:34:57 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION HAS ISSUED ON 1/2/2011 FOR SERIAL NO. 77957129

Please follow the instructions below to continue the prosecution of your application:

TO READ OFFICE ACTION: Click on this **link** or go to **http://portal.uspto.gov/external/portal/tow** and enter the application serial number to **access** the Office action.

PLEASE NOTE: The Office action may not be immediately available but will be viewable within 24 hours of this e-mail notification.

RESPONSE IS REQUIRED: You should carefully review the Office action to determine (1) how to respond; and (2) the applicable **response time period**. Your response deadline will be calculated from **1/2/2011** (or sooner if specified in the office action).

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System Response Form.

HELP: For *technical* assistance in accessing the Office action, please e-mail **TDR@uspto.gov**. Please contact the assigned examining attorney with questions about the Office action.

WARNING

Failure to file the required response by the applicable deadline will result in the ABANDONMENT of your application.

Trademark Snap Shot Amendment & Mail Processing Stylesheet

(Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	77957129	FILING DATE	03/11/2010
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	DE JONGE, KATHLEEN RUS	L.O. ASSIGNED	107

PUB INFORMATION

RUN DATE	12/16/2010
PUB DATE	N/A
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED
STATUS DATE	12/15/2010
LITERAL MARK ELEMENT	TH VINEYARDS

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	TH VINEYARDS

MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Serine-Cannonau Vineyard, Inc.
ADDRESS	870 Arbor Road Paso Robles, CA 93446
ENTITY	03-CORPORATION
CITIZENSHIP	California

GOODS AND SERVICES

INTERNATIONAL CLASS	033
DESCRIPTION TEXT	Wine

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	033	FIRST USE DATE	11/08/2004	FIRST USE IN COMMERCE DATE	11/08/2004	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
DISCLAIMER W/PREDETER TXT	"VINEYARDS"
PSEUDO MARK	THE VINE YARDS

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
12/15/2010	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
12/14/2010	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
12/14/2010	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
06/14/2010	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
06/14/2010	GNRT	F	NON-FINAL ACTION E-MAILED	006
06/14/2010	CNRT	R	NON-FINAL ACTION WRITTEN	005
06/14/2010	DOCK	D	ASSIGNED TO EXAMINER	004
03/18/2010	MPMK	O	NOTICE OF PSEUDO MARK MAILED	003
03/17/2010	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	002

			IN TRAM	
03/15/2010	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Anne H. Peck
CORRESPONDENCE ADDRESS	ANNE H. PECK COOLEY GODWARD KRONISH LLP 777 6TH ST NW STE 1100 WASHINGTON, DC 20001-3706
DOMESTIC REPRESENTATIVE	NONE

TH VINEYARDS

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77957129
LAW OFFICE ASSIGNED	LAW OFFICE 107
MARK SECTION (no change)	
ARGUMENT(S)	
Applicant Serine-Cannonau Vineyards, Inc. ("Applicant") responds as follows to the Examiner's correspondence regarding the instant application for Applicant's TH VINEYARDS trademark (the "Mark") in International Class 33 in connection with "wine." Applicant notes the Examiner's citation to the marks TH (Reg. No. 3523399) and TH TERROIR HUNTER (Reg. No. 3523400) (the "Cited Registrations") as potential bars to registration of the Mark under Section 2(d) of the Trademark Act. Based on Applicant's common law use of the applied-for Mark since at least as early as 2004, which pre-dates the claimed first use date of the marks which are the subject of the Cited Registrations, Applicant is the senior rights owner and is entitled to all benefits attendant to its trademark priority. Applicant has advised the owner of the Cited Registrations of its priority of rights and its intention to protect and enforce its privileges as the senior party. Applicant respectfully requests suspension of the instant application pending the resolution of this dispute and disposition of the Cited Registrations.	
SIGNATURE SECTION	
RESPONSE SIGNATURE	/anne h. peck/
SIGNATORY'S NAME	Anne H. Peck
SIGNATORY'S POSITION	Attorney of record, California bar member
DATE SIGNED	12/14/2010
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Dec 14 22:58:01 EST 2010
TEAS STAMP	USPTO/ROA-71.198.25.101-2 0101214225801730709-77957 129-470b8aa153ca09cc570e7 f3af9e9d4c858b-N/A-N/A-20 101214225535751502

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **77957129** has been amended as follows:

ARGUMENT(S)

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

Applicant Serine-Cannonau Vineyards, Inc. ("Applicant") responds as follows to the Examiner's correspondence regarding the instant application for Applicant's TH VINEYARDS trademark (the "Mark") in International Class 33 in connection with "wine."

Applicant notes the Examiner's citation to the marks TH (Reg. No. 3523399) and TH TERROIR HUNTER (Reg. No. 3523400) (the "Cited Registrations") as potential bars to registration of the Mark under Section 2(d) of the Trademark Act. Based on Applicant's common law use of the applied-for Mark since at least as early as 2004, which pre-dates the claimed first use date of the marks which are the subject of the Cited Registrations, Applicant is the senior rights owner and is entitled to all benefits attendant to its trademark priority. Applicant has advised the owner of the Cited Registrations of its priority of rights and its intention to protect and enforce its privileges as the senior party. Applicant respectfully requests suspension of the instant application pending the resolution of this dispute and disposition of the Cited Registrations.

SIGNATURE(S)

Response Signature

Signature: /anne h. peck/ Date: 12/14/2010
Signatory's Name: Anne H. Peck
Signatory's Position: Attorney of record, California bar member

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

Serial Number: 77957129
Internet Transmission Date: Tue Dec 14 22:58:01 EST 2010
TEAS Stamp: USPTO/ROA-71.198.25.101-2010121422580173
0709-77957129-470b8aa153ca09cc570e7f3af9
e9d4c858b-N/A-N/A-20101214225535751502

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957129 - TH VINEYARDS - N/A
Sent:	6/14/2010 3:37:04 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 77957129) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office ("USPTO") has written a letter (an "Office action") on 6/14/2010 to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. Read the Office letter by clicking on this **link** http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77957129&doc_type=OOA& **OR** go to http://tmportal.uspto.gov/external/portal/tow and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact TDR@uspto.gov.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. Contact the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. Respond within 6 months, calculated from **6/14/2010** (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) **Response to Office Action form**. If you have difficulty using TEAS, contact **TEAS@uspto.gov**.

ALERT:

Failure to file any required response by the applicable deadline will result in the ABANDONMENT (loss) of your application.

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957129 - TH VINEYARDS - N/A
Sent:	6/14/2010 3:37:01 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	Attachment - 1 Attachment - 2 Attachment - 3 Attachment - 4 Attachment - 5 Attachment - 6

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO. 77957129

MARK: TH VINEYARDS

77957129

CLICK HERE TO RESPOND TO THIS LETTER:
http://www.uspto.gov/teas/eTEASpageD.htm

CORRESPONDENT ADDRESS:
ANNE H. PECK
COOLEY GODWARD KRONISH LLP
777 6TH ST NW STE 1100
WASHINGTON, DC 20001-3706

APPLICANT: Serine-Cannonau Vineyard, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:
N/A
CORRESPONDENT E-MAIL ADDRESS:
trademarks@cooley.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 6/14/2010

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. *See* 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of $50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Refusal to Register – Likelihood of Confusion
Registration of the applied-for mark is refused because of a likelihood of confusion with the marks in U.S. Registration Nos. 3523399 and 3523400. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registrations.

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely that a potential consumer would be confused or mistaken or deceived as to the source of the goods of the applicant and registrant. *See* 15 U.S.C. §1052(d). The court in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) listed the principal factors to be considered when determining whether there is a likelihood of confusion under Section 2(d). *See* TMEP §1207.01. However, not all of the factors are necessarily relevant or of equal weight, and any one factor may be dominant in a given case, depending upon the evidence of record. *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); *see In re E. I. du Pont*, 476 F.2d at 1361-62, 177 USPQ at 567.

In this case, the following factors are the most relevant: similarity of the marks, similarity of the goods, and similarity of trade channels of the goods. *See In re Opus One, Inc.*, 60 USPQ2d 1812 (TTAB 2001); *In re Dakin's Miniatures Inc.* , 59 USPQ2d 1593 (TTAB 1999); *In re Azteca Rest. Enters., Inc.*, 50 USPQ2d 1209 (TTAB 1999); TMEP §§1207.01 *et seq.*

Applicant's mark is **TH VINEYARDS** (with a disclaimer of "VINEYARDS") for "wines."

The registrant's marks are **TH** for "wines" and **TH TERROIR HUNTER** for "wines."

The Goods are Identical
The goods are identical -- "wines."

If the goods of the respective parties are "similar in kind and/or closely related," the degree of similarity between the marks required to support a finding of likelihood of confusion is not as great as would be required with diverse goods. *In re J.M. Originals Inc.*, 6 USPQ2d 1393, 1394 (TTAB 1987); *see Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 1242, 73 USPQ2d 1350, 1354 (Fed. Cir. 2004); TMEP §1207.01(b).

The Marks are Confusingly Similar

The first term in the marks is **TH**. Consumers are generally more inclined to focus on the first word, prefix or syllable in any trademark or service mark. *See Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F. 3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005); *see also Presto Prods., Inc. v. Nice-Pak Prods., Inc.*, 9 USPQ2d 1895, 1897 (TTAB 1988) ("it is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered" when making purchasing decisions).

The dominant term in applicant's mark is **TH**; applicant has disclaimed the descriptive term "VINEYARDS." Although a disclaimed portion of a mark certainly cannot be ignored, and the marks must be compared in their entireties, one feature of a mark may be more significant in creating a commercial impression. Disclaimed matter is typically less significant or less dominant when comparing marks. *See In re Dixie Rests., Inc.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997); TMEP §1207.01(b)(viii), (c)(ii).

The addition of the term "VINEYARDS" to the registrant's **TH** mark does not overcome the likelihood of confusion. The mere addition of a term to a registered mark generally does not obviate the similarity between the marks nor does it overcome a likelihood of confusion under Trademark Act Section 2(d). *See In re Chatam Int'l Inc.* , 380 F.3d 1340, 71 USPQ2d 1944 (Fed. Cir. 2004) (GASPAR'S ALE and JOSE GASPAR GOLD); *Coca-Cola Bottling Co. v. Jos. E. Seagram & Sons, Inc.*, 526 F.2d 556, 188 USPQ 105 (C.C.P.A. 1975) (BENGAL and BENGAL LANCER); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266 (TTAB 2009) (TITAN and VANTAGE TITAN); TMEP §1207.01(b)(iii).

The substitution of "VINEYARDS" for the wording "TERROIR HUNTER" in the registrant's **TH TERROIR HUNTER** mark does not overcome the likelihood of confusion. Marks may be confusingly similar in appearance where there are similar terms or phrases or similar parts of terms or phrases appearing in both applicant's and registrant's mark. *See Crocker Nat'l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689 (TTAB 1986), *aff'd sub nom. Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat'l Ass'n* , 811 F.2d 1490, 1 USPQ2d 1813 (Fed. Cir. 1987) (COMMCASH and COMMUNICASH); *In re Collegian Sportswear Inc.*, 224 USPQ 174 (TTAB 1984) (COLLEGIAN OF CALIFORNIA and COLLEGIENNE); *In re Pellerin Milnor Corp.*, 221 USPQ 558 (TTAB 1983) (MILTRON and MILLTRONICS); *In re BASF A.G.*, 189 USPQ 424 (TTAB 1975) (LUTEXAL and LUTEX); TMEP §1207.01(b)(ii)-(iii).

The first and dominant term in applicant's mark -- **TH** -- is identical to the only term in the registrant's **TH** mark and to the first term in the registrant's **TH TERROIR HUNTER** mark. The marks are confusingly similar in sound, appearance and commercial impression.

Trade Channels

A determination of whether there is a likelihood of confusion is made solely on the basis of the goods as they are identified in the application and registration, without limitations or restrictions that are not reflected therein. *In re Thor Tech, Inc.*, 90 USPQ2d 1634, 1637-38 (TTAB 2009); *see* TMEP §1207.01(a)(iii). In this case, the application and cited registrations describe the goods broadly as "wines"; there are no limitations as to their nature, type, channels of trade or classes of purchasers. Thus, it is presumed that the application and cited registrations encompass all goods of the type described, that they move in all normal channels of trade, and that they are available to all potential customers. *In re Linkvest S.A.*, 24 USPQ2d 1716, 1716 (TTAB 1992); *In re Elbaum*, 211 USPQ 639, 640 (TTAB 1981); TMEP §1207.01(a)(iii).

Conclusion

The overriding concern is not only to prevent buyer confusion as to the source of the goods, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. *See In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); *see Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002).

Given the similarity of the marks for identical goods, registration must be refused under Section 2(d) of the Trademark Act.

Note – Ownership of Cited Registrations
If the marks in the cited registrations have been assigned to applicant, applicant can provide evidence of ownership of the marks by satisfying one of the following:

(1) Record the assignment with the Office's Assignment Services Branch (ownership transfer documents such as assignments can be filed online at http://etas.uspto.gov) and promptly notify the trademark examining attorney that the assignment has been duly recorded;

(2) Submit copies of documents evidencing the chain of title; or

(3) Submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: **"Applicant is the owner of U.S. Registration Nos. 3523399 and 3523400."**

TMEP §812.01; *see* 15 U.S.C. §1060; 37 C.F.R. §§2.193(e)(1), 3.25, 3.73; TMEP §502.02(a).

Merely recording a document with the Assignment Services Branch does not constitute a response to an Office action. TMEP §503.01(d).

Although applicant's mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration.

Assistance
If applicant has questions about the application or this Office action, please telephone the assigned trademark examining attorney at the telephone number below.

/Kathleen de Jonge/
Examining Attorney, Law Office 107
(571) 272-9152

TO RESPOND TO THIS LETTER: Use the Trademark Electronic Application System (TEAS) response form at http://teasroa.uspto.gov/roa/. Please wait 48-72 hours from the issue/mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov.

WHO MUST SIGN THE RESPONSE: It must be personally signed by (1) an individual applicant; (2)

someone with legal authority to bind applicant (i.e., a corporate officer, a general partner, all joint applicants); or (3) an authorized attorney, if one is appointed to represent applicant.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at http://tarr.uspto.gov/. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/teas/eTEASpageE.htm.

DESIGN MARK

Serial Number
77294370

Status
REGISTERED

Word Mark
TH

Standard Character Mark
Yes

Registration Number
3523399

Date Registered
2008/10/28

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
VIÑA UNDURRAGA S.A. CORPORATION CHILE Vitacura 2939, Piso 21, Las Condes Santiago CHILE

Goods/Services
Class Status -- ACTIVE. IC 033. US 047 049. G & S: Wines.

Foreign Country Name
CHILE

Foreign Priority
FOREIGN PRIORITY CLAIMED

Foreign Application Number
789.034

Foreign Filing Date
2007/09/14

Foreign Registration Number
814.456

Foreign Registration Date
2008/04/21

Foreign Expiration Date
2018/04/21

Filing Date
2007/10/02

Examining Attorney
CASTRO, GIANCARLO

Attorney of Record
GEORGE W. LEWIS

TH

DESIGN MARK

Serial Number
77294382

Status
REGISTERED

Word Mark
TH TERROIR HUNTER

Standard Character Mark
Yes

Registration Number
3523400

Date Registered
2008/10/28

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
VIÑA UNDURRAGA S.A. CORPORATION CHILE Vitacura 2939, Piso 21, Las Condes Santiago CHILE

Goods/Services
Class Status -- ACTIVE. IC 033. US 047 049. G & S: Wines.

Foreign Country Name
CHILE

Foreign Priority
FOREIGN PRIORITY CLAIMED

Foreign Application Number
790067

Foreign Filing Date
2007/09/27

Foreign Registration Number
814479

Foreign Registration Date
2008/04/21

Foreign Expiration Date
2018/04/21

Translation Statement
The foreign wording in the mark translates into English as earth.

Filing Date
2007/10/02

Examining Attorney
CASTRO, GIANCARLO

Attorney of Record
GEORGE W. LEWIS

TH TERROIR HUNTER

*** User:kdejonge ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	1	0	1	1	0:01	77957129[SN]
02	198	0	198	165	0:02	("TH" or "T H")[bi,ti] not dead[ld]
03	5	0	5	5	0:05	2 and *{"vw"}{"iy"}n*[bi,ti]
04	7	0	7	7	0:02	2 and "033"[ic]
05	59	26	33	27	0:01	TH[fm]

Session started 6/14/2010 2:39:19 PM
Session finished 6/14/2010 2:49:59 PM
Total search duration 0 minutes 11 seconds
Session duration 10 minutes 40 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 77957129

From: TMDesignCodeComments
Sent: Thursday, March 18, 2010 00:16 AM
To: trademarks@cooley.com
Subject: Notice of Pseudo Mark for Serial Number: 77957129

ATTORNEY REFERENCE NUMBER:

The USPTO may assign pseudo marks, as appropriate, to new applications to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

A PSEUDO MARK may be assigned to marks that include words, numbers, compound words, symbols, or acronyms that can have alternative spellings or meanings. For example, if the mark comprises the words 'YOU ARE' surrounded by a design of a box, the pseudo mark field in the USPTO database would display the mark as 'YOU ARE SQUARE'. A mark filed as 'URGR8' would receive a pseudo mark of 'YOU ARE GREAT'.

Response to this notice is not required; however, to suggest additions or changes to the pseudo mark assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

Pseudo marks assigned to the referenced serial number are listed below.

TH VINEYARDS

syrah2007
The Hedge

PTO Form 1478 (Rev 9/2006)
OMB No. 0651-0009 (Exp 12/31/2011)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77957129
Filing Date: 03/11/2010

NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	**YES**
MARK INFORMATION	
***MARK**	TH VINEYARDS
***STANDARD CHARACTERS**	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	TH VINEYARDS
***MARK STATEMENT**	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
***OWNER OF MARK**	Serine-Cannonau Vineyard, Inc.
***STREET**	870 Arbor Road
***CITY**	Paso Robles
***STATE** (Required for U.S. applicants)	California
***COUNTRY**	United States
***ZIP/POSTAL CODE** (Required for U.S. applicants only)	93446
LEGAL ENTITY INFORMATION	
***TYPE**	CORPORATION

* STATE/COUNTRY OF INCORPORATION	California
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	033
IDENTIFICATION	Wine
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/08/2004
FIRST USE IN COMMERCE DATE	At least as early as 11/08/2004
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT9\IMAGEOUT9 \779\571\77957129\xml1\FT K0003.JPG
SPECIMEN DESCRIPTION	Photograph of a wine bottle label
ADDITIONAL STATEMENTS SECTION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
DISCLAIMER	No claim is made to the exclusive right to use vineyards apart from the mark as shown.
ATTORNEY INFORMATION	
NAME	Anne H. Peck
FIRM NAME	Cooley Godward Kronish LLP
INTERNAL ADDRESS	Suite 1100
STREET	777 6th Street NW
CITY	Washington
STATE	District of Columbia
COUNTRY	United States
ZIP/POSTAL CODE	20001
PHONE	(650) 843-5096
FAX	(650) 857-0663

EMAIL ADDRESS	trademarks@cooley.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	John W. Crittenden, Janet L. Cullum, Andrew Hartman, Kent M. Walker, Peter J. Willsey, Emily F. Burns, Susan D. Berney-Key, Todd S. Bontemps, Bryan Boyle, Catherine A. Cayce, Gavin L. Charlston, Einat Sandman Clarke, Christen Dubois, Noel K. Egnatios, Christine Hsieh, Brendan Hughes, Kathrine Johnston, Lisa K. Koenig, Nishan Kottahachchi, Heather Dunn Navarro, Jeffrey T. Norberg, Susan L. Piascik, Erica Tierney, Steven C. Tietsworth
CORRESPONDENCE INFORMATION	
***NAME**	Anne H. Peck
FIRM NAME	Cooley Godward Kronish LLP
INTERNAL ADDRESS	Suite 1100
***STREET**	777 6th Street NW
***CITY**	Washington
***STATE (Required for U.S. applicants)**	District of Columbia
***COUNTRY**	United States
***ZIP/POSTAL CODE**	20001
PHONE	(650) 843-5096
FAX	(650) 857-0663
***EMAIL ADDRESS**	trademarks@cooley.com
***AUTHORIZED TO COMMUNICATE VIA EMAIL**	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
***TOTAL FEE PAID**	275
SIGNATURE INFORMATION	
*** SIGNATURE**	/Jennifer L. Hoage/
*** SIGNATORY'S NAME**	Jennifer L. Hoage

* SIGNATORY'S POSITION	Vice-President
* DATE SIGNED	03/11/2010

PTO Form 1478 (Rev 9/2006)
OMB No. 0651-0009 (Exp 12/31/2011)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77957129
Filing Date: 03/11/2010

To the Commissioner for Trademarks:

MARK: TH VINEYARDS (Standard Characters, see mark)
The literal element of the mark consists of TH VINEYARDS.
The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Serine-Cannonau Vineyard, Inc., a corporation of California, having an address of
870 Arbor Road
Paso Robles, California 93446
United States
requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.
International Class 033: Wine

In International Class 033, the mark was first used at least as early as 11/08/2004, and first used in commerce at least as early as 11/08/2004, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Photograph of a wine bottle label.
Specimen File1

No claim is made to the exclusive right to use vineyards apart from the mark as shown.

The applicant's current Attorney Information:
Anne H. Peck and John W. Crittenden, Janet L. Cullum, Andrew Hartman, Kent M. Walker, Peter J. Willsey, Emily F. Burns, Susan D. Berney-Key, Todd S. Bontemps, Bryan Boyle, Catherine A. Cayce, Gavin L. Charlston, Einat Sandman Clarke, Christen Dubois, Noel K. Egnatios, Christine Hsieh, Brendan Hughes, Kathrine Johnston, Lisa K. Koenig, Nishan Kottahachchi, Heather Dunn Navarro, Jeffrey T. Norberg, Susan L. Piascik, Erica Tierney, Steven C. Tietsworth of Cooley Godward Kronish LLP
Suite 1100
777 6th Street NW
Washington, District of Columbia 20001

United States

The applicant's current Correspondence Information:

Anne H. Peck
Cooley Godward Kronish LLP
Suite 1100
777 6th Street NW
Washington, District of Columbia 20001
(650) 843-5096(phone)
(650) 857-0663(fax)
trademarks@cooley.com (authorized)

A fee payment in the amount of $275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Jennifer L. Hoage/ Date Signed: 03/11/2010
Signatory's Name: Jennifer L. Hoage
Signatory's Position: Vice-President

RAM Sale Number: 7806
RAM Accounting Date: 03/12/2010

Serial Number: 77957129
Internet Transmission Date: Thu Mar 11 19:17:11 EST 2010
TEAS Stamp: USPTO/FTK-63.251.249.2-20100311191711187
773-77957129-4602c639dfcde1c682d29c3efcf
c76354c8-DA-7806-20100311184013893983

TH VINEYARDS

syrah 2007
The Hedge

Generated on: This page was generated by TSDR on 2014-10-22 13:17:03 EDT

Mark: T H

US Serial Number: 77957906

Application Filing Date: Mar. 12, 2010

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Suspension check completed. Application remains suspended.

Status Date: Jun. 30, 2014

Mark Information

Mark Literal Elements: T H

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of the letters t and h intertwined.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Goods and Services

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

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

For: Wine

International Class(es): 033 - Primary Class

U.S Class(es): 047, 049

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 08, 2004

Use in Commerce: Nov. 08, 2004

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Serine-Cannonau Vineyard, Inc.

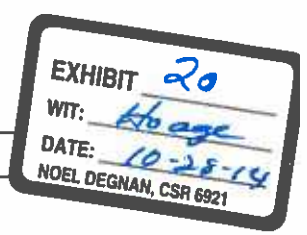
Owner Address: 870 Arbor Road
Paso Robles, CALIFORNIA 93446
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record



Attorney Name: Anne Hlaring Hocking

Attorney Primary Email Address: trademarks@hlaringsmith.com

Docket Number: HOAGE (3)

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Anne Hlaring Hocking
Hlaring & Smith
101 Lucas Valley Road
Suite 300
San Rafael, CALIFORNIA 94903
UNITED STATES

Phone: (415) 457-2040

Fax: (415) 457-2822

Correspondent e-mail: trademarks@hlaringsmith.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 28, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 28, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 30, 2014	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Dec. 30, 2013	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Oct. 15, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 30, 2013	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Dec. 29, 2012	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Jun. 29, 2012	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70629
Jun. 29, 2012	ASSIGNED TO LIE	70629
Dec. 29, 2011	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Jun. 28, 2011	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jun. 28, 2011	LETTER OF SUSPENSION E-MAILED	6332
Jun. 28, 2011	SUSPENSION LETTER WRITTEN	72505
Jan. 02, 2011	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jan. 02, 2011	FINAL REFUSAL E-MAILED	
Jan. 02, 2011	FINAL REFUSAL WRITTEN	72505
Dec. 15, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 14, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 14, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 14, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 14, 2010	NON-FINAL ACTION E-MAILED	6325
Jun. 14, 2010	NON-FINAL ACTION WRITTEN	72505
Jun. 14, 2010	ASSIGNED TO EXAMINER	72505
Mar. 18, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 16, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: DE JONGE, KATHLEEN RUS

Law Office Assigned: LAW OFFICE 107

File Location

Current Location: TMEG LAW OFFICE 107

Date in Location: Jun. 29, 2012

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Cancellation

Proceeding Number: 92053854 **Filing Date:** Jun 21, 2013

Status: Pending **Status Date:** Apr 06, 2011

Interlocutory Attorney: WENDY COHEN

Defendant

Name: Viña Undurraga S.A.

Correspondent Address: GEORGE W LEWIS
WESTERMAN HATTORI DANIELS & ADRIAN
1250 CONNECTICUT AVENUE NW, SUITE 700
WASHINGTON DC , 20036
UNITED STATES

Correspondent e-mail: TrademarkMail@WHDA.COM , glewis@whda.com , TJeffery@WHDA.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
TH	Cancellation Pending	77294370	3523399

Plaintiff(s)

Name: Serine-Cannonau Vineyard, Inc. dba Terry Hoage Vineyards

Correspondent Address: ANNE HIARING HOCKING
HIARING SMITH LLP
101 LUCAS VALLEY ROAD, SUITE 300
SAN RAFAEL CA , 94903
UNITED STATES

Correspondent e-mail: trademarks@hiaringsmith.com , anne@hiaringsmith.com , elizabeth@hiaringsmith.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
TH VINEYARDS	Report Completed Suspension Check - Case Still Suspended	77957129	
T H	Report Completed Suspension Check - Case Still Suspended	77957906	

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 06, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 07, 2011	May 17, 2011
3	PENDING, INSTITUTED	Apr 07, 2011	
4	ANSWER	May 17, 2011	
5	BOARD'S ORDER TRIAL DATES REMAIN AS PREVIOUSLY SET	May 18, 2011	
6	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jul 01, 2011	
7	EXTENSION OF TIME GRANTED	Jul 13, 2011	
8	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Aug 15, 2011	
9	EXTENSION OF TIME GRANTED	Aug 18, 2011	
10	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jan 13, 2012	
11	EXTENSION OF TIME GRANTED	Jan 30, 2012	
12	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Feb 08, 2012	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Mar 08, 2012	
14	EXTENSION OF TIME GRANTED	Mar 08, 2012	
15	EXTENSION OF TIME GRANTED	Mar 19, 2012	
16	P MOT FOR EXT W/ CONSENT	Apr 09, 2012	
17	EXTENSION OF TIME GRANTED	Apr 09, 2012	
18	P MOT FOR EXT W/ CONSENT	May 10, 2012	
19	EXTENSION OF TIME GRANTED	May 10, 2012	
20	P MOT FOR EXT W/ CONSENT	Jun 08, 2012	
21	EXTENSION OF TIME GRANTED	Jun 08, 2012	
22	P MOT FOR EXT W/ CONSENT	Jul 09, 2012	
23	EXTENSION OF TIME GRANTED	Jul 09, 2012	

24	P MOT FOR EXT W/ CONSENT	Aug 08, 2012
25	EXTENSION OF TIME GRANTED	Aug 08, 2012
26	P MOT FOR EXT W/ CONSENT	Sep 07, 2012
27	EXTENSION OF TIME GRANTED	Sep 07, 2012
28	P MOT FOR EXT W/ CONSENT	Oct 03, 2012
29	EXTENSION OF TIME GRANTED	Oct 04, 2012
30	P MOT FOR EXT W/ CONSENT	Dec 10, 2012
31	EXTENSION OF TIME GRANTED	Dec 10, 2012
32	P MOT FOR EXT W/ CONSENT	Jan 07, 2013
33	EXTENSION OF TIME GRANTED	Jan 07, 2013
34	P MOT FOR EXT W/ CONSENT	Feb 04, 2013
35	EXTENSION OF TIME GRANTED	Feb 04, 2013
36	P MOT FOR EXT W/ CONSENT	Mar 04, 2013
37	EXTENSION OF TIME GRANTED	Mar 04, 2013
38	P MOT FOR EXT W/ CONSENT	Apr 01, 2013
39	EXTENSION OF TIME GRANTED	Apr 01, 2013
40	P MOT FOR EXT W/ CONSENT	May 07, 2013
41	EXTENSION OF TIME GRANTED	May 15, 2013
42	P RESP TO BD ORDER/INQUIRY	Jun 21, 2013
43	P MOT FOR EXT W/ CONSENT	Jun 21, 2013
44	SUSPENDED	Jul 19, 2013
45	D CHANGE OF CORRESP ADDRESS	Aug 09, 2013
46	P MOT FOR EXT W/ CONSENT	Dec 04, 2013
47	TRIAL DATES RESET	Dec 10, 2013
48	P MOT FOR EXT W/ CONSENT	Jan 27, 2014
49	P RESP TO BD ORDER/INQUIRY	Jan 27, 2014
50	EXTENSION OF TIME GRANTED	Jan 30, 2014
51	CORRECTION TO BD ORDER	Feb 05, 2014
52	P MOT FOR EXT W/ CONSENT	May 01, 2014
53	P MOT FOR EXT W/ CONSENT	May 01, 2014
54	EXTENSION OF TIME GRANTED	May 09, 2014
55	P MOT FOR EXT W/ CONSENT	Jun 24, 2014
56	P MOT FOR EXT W/ CONSENT	Jun 24, 2014
57	MOTION DENIED	Jul 19, 2014
58	P MOT FOR EXT W/ CONSENT	Aug 11, 2014
59	P RESP TO BD ORDER/INQUIRY	Aug 11, 2014
60	EXTENSION OF TIME GRANTED	Aug 28, 2014

PTO Form 2196 (Rev 9/2005)
OMB No. 0651-0056 (Exp 09/30/2014)

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77957906
LAW OFFICE ASSIGNED	LAW OFFICE 107
ATTORNEY DOCKET NUMBER	HOAGE (3)
MARK SECTION	
MARK	Design only
ATTORNEY SECTION	
ORIGINAL ADDRESS	Noel K. Egnatios, Esq. 1299 Pennsylvania Avenue NW, Suite 700 WASHINGTON District of Columbia (DC) 20004 US 202-842-7800 202-842-7899 trademarks@cooley.com
NEW ATTORNEY ADDRESS	
STATEMENT TEXT	By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney:
NAME	Anne Hiaring Hocking
FIRM NAME	Hiaring & Smith
INTERNAL ADDRESS	Suite 300
STREET	101 Lucas Valley Road
CITY	San Rafael
STATE	California
COUNTRY	United States
POSTAL/ZIP CODE	94903

PHONE	(415) 457-2040
FAX	(415) 457-2822
EMAIL	trademarks@hiaringsmith.com
ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
ATTORNEY DOCKET NUMBER	HOAGE (3)
NEW OTHER APPOINTED ATTORNEYS	Kathryn M. Wheble, Elizabeth J. Rest
NEW CORRESPONDENCE ADDRESS	
NAME	Anne Hiaring Hocking
FIRM NAME	Hiaring & Smith
DOCKET/REFERENCE NUMBER	HOAGE (3)
INTERNAL ADDRESS	Suite 300
STREET	101 Lucas Valley Road
CITY	San Rafael
STATE	California
COUNTRY	United States
POSTAL/ZIP CODE	94903
PHONE	(415) 457-2040
FAX	(415) 457-2822
EMAIL	trademarks@hiaringsmith.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
OTHER APPOINTED ATTORNEY	Kathryn M. Wheble, Elizabeth J. Rest
SIGNATURE SECTION	
SIGNATURE	/Jennifer L. Hoage/
SIGNATORY NAME	Jennifer L. Hoage
SIGNATORY DATE	08/28/2014
SIGNATORY POSITION	Vice-President
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Aug 28 11:26:25 EDT 2014
	USPTO/RAA-173.8.67.185-20140828112625187389-788907

TEAS STAMP	52-50023b3d16d2aec429e54a da108022f563c9d97b52c422f 5a461a7e72cb62b2e-N/A-N/A -20140826195442905232

PTO Form 2196 (Rev 9/2005)
OMB No 0651-0056 (Exp 09/30/2014)

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

To the Commissioner for Trademarks:
MARK: Design only
SERIAL NUMBER: 77957906
ATTORNEY DOCKET NUMBER HOAGE (3)

The original attorney
Noel K. Egnatios, Esq.
1299 Pennsylvania Avenue NW, Suite 700
WASHINGTON District of Columbia 20004
US
202-842-7800
202-842-7899
trademarks@cooley.com

Original Correspondence Address :
Noel K. Egnatios, Esq.
COOLEY LLP
1299 Pennsylvania Avenue NW, Suite 700
WASHINGTON District of Columbia 20004
US
202-842-7800
202-842-7899
trademarks@cooley.com

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney: In addition, any additional previously-appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

Newly Appointed Attorney:
Anne Hiaring Hocking
Hiaring & Smith
Suite 300
101 Lucas Valley Road
San Rafael, California 94903
United States
(415) 457-2040
(415) 457-2822
trademarks@hiaringsmith.com
HOAGE (3)

Other Appointed Attorneys:

Kathryn M. Wheble, Elizabeth J. Rest

The following is to be used as the correspondence address:
Anne Hiaring Hocking
Hiaring & Smith
Suite 300
101 Lucas Valley Road
San Rafael, California 94903
United States

(415) 457-2040
(415) 457-2822
trademarks@hiaringsmith.com The attorney docket/reference number is HOAGE (3).

Signature: /Jennifer L. Hoage/ Date: 08/28/2014
Signatory's Name: Jennifer L. Hoage
Signatory's Position: Vice-President

Serial Number: 77957906
Internet Transmission Date: Thu Aug 28 11:26:25 EDT 2014
TEAS Stamp: USPTO/RAA-173.8.67.185-20140828112625187
389-78890752-50023b3d16d2aec429e54ada108
022f563c9d97b52c422f5a461a7e72cb62b2e-N/
A-N/A-20140826195442905232

Change Of Correspondence Address

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77957906
LAW OFFICE ASSIGNED	LAW OFFICE 107
MARK SECTION	
MARK	T H (stylized and/or with design)
CORRESPONDENCE SECTION (current)	
ORIGINAL ADDRESS	ANNE H. PECK 777 6TH ST NW STE 1100 WASHINGTON District of Columbia 20001-3706 US (650) 843-5096 (650) 857-0663 trademarks@cooley.com
NEW CORRESPONDENCE ADDRESS	
NEW ADDRESS	COOLEY LLP 1299 Pennsylvania Avenue NW, Suite 700 WASHINGTON District of Columbia United States 20004 202-842-7800 202-842-7899 trademarks@cooley.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
SIGNATURE SECTION	
SIGNATURE	/Lisa K. Koenig/
SIGNATORY NAME	Lisa K. Koenig
SIGNATORY DATE	10/15/2013
SIGNATORY POSITION	Attorney of Record, CO Bar Member
AUTHORIZED SIGNATORY	YES

FILING INFORMATION SECTION	
SUBMIT DATE	Wed Oct 16 09:32:43 EDT 2013
TEAS STAMP	USPTO/CCA-50.59.105.10-20131016093243408390-77825301-5007e7fda71ebb31039dbf4c9d391ce86827293ca8274ddcccad051ca725587a7b4-N/A-N/A-20131015140707651885

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957906 - T H - N/A
Sent:	6/28/2011 5:49:53 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO. 77957906

MARK: T H

77957906

CORRESPONDENT ADDRESS:
ANNE H. PECK
COOLEY GODWARD KRONISH LLP
777 6TH ST NW STE 1100
WASHINGTON, DC 20001-3706

GENERAL TRADEMARK INFORMATION:
http://www.uspto.gov/main/trademarks.htm

APPLICANT: Serine-Cannonau Vineyard, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:
N/A
CORRESPONDENT E-MAIL ADDRESS:
trademarks@cooley.com

SUSPENSION NOTICE: NO RESPONSE NEEDED

ISSUE/MAILING DATE: 6/28/2011

The trademark examining attorney is suspending action on the application for the reason stated below. *See* 37 C.F.R. §2.67; TMEP §§716 *et seq.*

The USPTO will periodically conduct a status check of the application to determine whether suspension remains appropriate, and the trademark examining attorney will issue as needed an inquiry letter to applicant regarding the status of the matter on which suspension is based. TMEP §§716.04, 716.05. Applicant will be notified when suspension is no longer appropriate. *See* TMEP §716.04.

No response to this notice is necessary; however, if applicant wants to respond, applicant should use the "Response to Suspension Inquiry or Letter of Suspension" form online at http://teasroa.uspto.gov/rsi/rsi.

Action on this application is suspended pending the disposition of:

- Cancellation No. 92053854 regarding **U.S. Reg. No. 3523399**

The proceeding above pertains to a registration cited as a bar to applicant's registration under Section 2(d) of the Trademark Act. 15 U.S.C. §1052. Therefore, action is suspended pending the final disposition of this proceeding. See 37 C.F.R. §2.83; TMEP §§716.02(a), (c) and (d), 1208 *et seq*.

The Section 2(d) final refusal, based on a likelihood of confusion with the marks in **U.S. Registration Nos. 3523399 and 3523400**, is herein maintained.

/Kathleen de Jonge/
Examining Attorney, Law Office 107
(571) 272-9152
kathleen.dejonge@USPTO.gov
(informal communications only)

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at http://tarr.uspto.gov/. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/teas/eTEASpageE.htm.

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957906 - T H - N/A
Sent:	6/28/2011 5:49:55 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO LETTER (AN OFFICE ACTION) HAS ISSUED ON 6/28/2011 FOR SERIAL NO. 77957906

Please follow the instructions below:

TO READ OFFICE LETTER: Click on this **link** or go to **http://portal.uspto.gov/external/portal/tow** and enter the application serial number to **access** the Office letter

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

HELP: For *technical* assistance in accessing the Office correspondence, please e-mail **TDR@uspto.gov**. Please contact the assigned examining attorney with questions about the Office letter.

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957906 - T H - N/A
Sent:	1/2/2011 1:22:37 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	Attachment - 1 Attachment - 2 Attachment - 3 Attachment - 4 Attachment - 5 Attachment - 6

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO. 77957906

MARK: T H

77957906

CLICK HERE TO RESPOND TO THIS LETTER:
http://www.uspto.gov/teas/eTEASpageD.htm

CORRESPONDENT ADDRESS:
ANNE H. PECK
COOLEY GODWARD KRONISH LLP
777 6TH ST NW STE 1100
WASHINGTON, DC 20001-3706

APPLICANT: Serine-Cannonau Vineyard, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:
N/A

CORRESPONDENT E-MAIL ADDRESS:
trademarks@cooley.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 1/2/2011

THIS IS A FINAL ACTION.

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. *See* 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of $50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

This Office action is in response to applicant's communication filed on December 14, 2010.

Suspension Request
Applicant has requested suspension of its application pending resolution of discussions with the owner of the cited registrations. Suspension of the application is appropriate only if applicant states that a cancellation proceeding has already been filed or is being filed concurrently with the response to the Office action. TMEP §716.02(a).

In this case, the TTAB's records do not indicate that a cancellation proceeding has been filed. Therefore, the request to suspend the application is denied.

Please note that applicant may file a petition to cancel the cited registrations under 15 U.S.C. §1064 and, within a proper response period, inform the examining attorney that the petition to cancel has been filed. **This will constitute a proper response to the §2(d) final refusal,** and may be done by telephone, as there are no other outstanding issues that require a written response. The examining attorney will then suspend further action until the termination of the cancellation proceeding. TMEP §716.02(a).

Final Refusal to Register – Likelihood of Confusion
For the reasons set forth below, the refusal under Trademark Act Section 2(d) is now made FINAL with respect to U.S. Registration Nos. 3523399 and 3523400. *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.64(a).

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely that a potential consumer would be confused or mistaken or deceived as to the source of the goods and/or services of the applicant and registrant. *See* 15 U.S.C. §1052(d). The court in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) listed the principal factors to be considered when determining whether there is a likelihood of confusion under Section 2(d). *See* TMEP §1207.01. However, not all of the factors are necessarily relevant or of equal weight, and any one factor may be dominant in a given case, depending upon the evidence of record. *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); *see In re E. I. du Pont*, 476 F.2d at 1361-62, 177 USPQ at 567.

In this case, the following factors are the most relevant: similarity of the marks, similarity of the goods, and similarity of trade channels of the goods. *See In re Opus One, Inc.*, 60 USPQ2d 1812 (TTAB 2001); *In re Dakin's Miniatures Inc.* , 59 USPQ2d 1593 (TTAB 1999); *In re Azteca Rest. Enters., Inc.*, 50 USPQ2d 1209 (TTAB 1999); TMEP §§1207.01 *et seq.*

Applicant's mark is **TH** (stylized) for "wine."

The registrant's marks are **TH** for "wines" and **TH TERROIR HUNTER** for "wines."

The Goods are Identical
The goods are identical -- wines.

If the goods of the respective parties are "similar in kind and/or closely related," the degree of similarity between the marks required to support a finding of likelihood of confusion is not as great as would be required with diverse goods. *In re J.M. Originals Inc.*, 6 USPQ2d 1393, 1394 (TTAB 1987); *see Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 1242, 73 USPQ2d 1350, 1354 (Fed. Cir. 2004); TMEP §1207.01(b).

The Marks are Confusingly Similar
The literal element in applicant's **TH** mark is identical to the registrant's **TH** mark. The stylization in applicant's **TH** mark does not prevent a likelihood of confusion with the registrant's **TH** mark because the registrant's mark is in standard characters. A mark in typed or standard characters may be displayed in any lettering style; the rights reside in the wording or other literal element itself and not in any particular display. TMEP §1207.01(c)(iii); *see* 37 C.F.R. §2.52(a). Thus, a mark presented in stylized characters or otherwise in special form generally will not avoid likelihood of confusion with a mark in typed or standard characters because the marks could be presented in the same manner of display. *See, e.g., In re Melville Corp.*, 18 USPQ2d 1386, 1387-88 (TTAB 1991); *In re Pollio Dairy Prods. Corp.*, 8 USPQ2d 2012, 2015 (TTAB 1988).

Applicant's **TH** mark merely deletes wording from the registrant's **TH TERROIR HUNTER** mark. The mere deletion of wording from a registered mark may not be sufficient to overcome a likelihood of confusion. *See In re Mighty Leaf Tea*, 601 F.3d 1342, 94 USPQ2d 1257 (Fed. Cir. 2010); *In re Optica Int'l* , 196 USPQ 775, 778 (TTAB 1977); TMEP §1207.01(b)(ii)-(iii). Applicant's mark does not create a distinct commercial impression because it contains the same common wording as registrant's mark, and there is no other wording to distinguish it from registrant's mark.

Trade Channels
In a likelihood of confusion analysis, the comparison of the parties' goods is based on the goods as they are identified in the application and registration, without limitations or restrictions that are not reflected therein. *Hewlett-Packard Co. v. Packard Press Inc.*, 281 F.3d 1261, 1267, 62 USPQ2d 1001, 1004 (Fed. Cir. 2002); *In re Dakin's Miniatures, Inc.* , 59 USPQ2d 1593, 1595 (TTAB 1999); *see* TMEP §1207.01(a)(iii).

In this case, the application and cited registrations describe the goods broadly as "wine" or "wines"; there are no limitations as to their nature, type, channels of trade or classes of purchasers. Therefore, it is presumed that the application and registrations encompasses all goods of the type described, that the goods move in all normal channels of trade, and that they are available to all potential customers. *See In re Thor Tech, Inc.*, 90 USPQ2d 1634, 1638-39 (TTAB 2009); *In re Jump Designs LLC*, 80 USPQ2d 1370, 1374 (TTAB 2006); *In re Elbaum*, 211 USPQ 639, 640 (TTAB 1981); TMEP §1207.01(a)(iii).

Priority of Use
Applicant has asserted that it is the prior user of the mark. Applicant's claim of priority of use is not relevant to this ex parte proceeding. *See In re Calgon Corp.*, 435 F.2d 596, 168 USPQ 278 (C.C.P.A. 1971). Trademark Act Section 7(b), 15 U.S.C. §1057(b), provides that a certificate of registration on the Principal Register is prima facie evidence of the validity of the registration, of the registrant's ownership of the mark, and of the registrant's exclusive right to use the mark in commerce on or in connection with

the goods and/or services specified in the certificate. During ex parte prosecution, the trademark examining attorney has no authority to review or to decide on matters that constitute a collateral attack on the cited registration. TMEP §1207.01(d)(iv).

The overriding concern is not only to prevent buyer confusion as to the source of the goods, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. *See In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); *see Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1025 (Fed. Cir. 1988).

Given the similarity of the marks for identical goods, the refusal to register under Section 2(d) of the Trademark Act must be made final.

Response Guidelines

If applicant does not respond within six months of the date of issuance of this final Office action, the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond to this final Office action by:

(1) Submitting a response that fully satisfies all outstanding requirements, if feasible; and/or

(2) Filing an appeal to the Trademark Trial and Appeal Board, with an appeal fee of $100 per class.

37 C.F.R. §§2.6(a)(18), 2.64(a); TBMP ch. 1200; TMEP §714.04.

In certain rare circumstances, a petition to the Director may be filed pursuant to 37 C.F.R. §2.63(b)(2) to review a final Office action that is limited to procedural issues. 37 C.F.R. §2.64(a); TMEP §714.04; *see* 37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is $100. 37 C.F.R. §2.6(a)(15).

If applicant has questions about the application or this Office action, please telephone the assigned trademark examining attorney at the telephone number below.

/Kathleen de Jonge/
Examining Attorney, Law Office 107
(571) 272-9152

TO RESPOND TO THIS LETTER: Use the Trademark Electronic Application System (TEAS) response form at http://teasroa.uspto.gov/roa/. Please wait 48-72 hours from the issue/mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant

or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at http://tarr.uspto.gov/. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/teas/eTEASpageE.htm.

DESIGN MARK

Serial Number
77294370

Status
REGISTERED

Word Mark
TH

Standard Character Mark
Yes

Registration Number
3523399

Date Registered
2008/10/28

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
VIÑA UNDURRAGA S.A. CORPORATION CHILE Vitacura 2939, Piso 21, Las Condes Santiago CHILE

Goods/Services
Class Status -- ACTIVE. IC 033. US 047 049. G & S: Wines.

Foreign Country Name
CHILE

Foreign Priority
FOREIGN PRIORITY CLAIMED

Foreign Application Number
789.034

Foreign Filing Date
2007/09/14

Foreign Registration Number
814.456

Foreign Registration Date
2008/04/21

Foreign Expiration Date
2018/04/21

Filing Date
2007/10/02

Examining Attorney
CASTRO, GIANCARLO

Attorney of Record
GEORGE W. LEWIS

Print: Jan 2, 2011 **77294382**

DESIGN MARK

Serial Number
77294382

Status
REGISTERED

Word Mark
TH TERROIR HUNTER

Standard Character Mark
Yes

Registration Number
3523400

Date Registered
2008/10/28

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
VIÑA UNDURRAGA S.A. CORPORATION CHILE Vitacura 2939, Piso 21, Las Condes Santiago CHILE

Goods/Services
Class Status -- ACTIVE. IC 033. US 047 049. G & S: Wines.

Foreign Country Name
CHILE

Foreign Priority
FOREIGN PRIORITY CLAIMED

Foreign Application Number
790067

Foreign Filing Date
2007/09/27

Foreign Registration Number
814479

Foreign Registration Date
2008/04/21

Foreign Expiration Date
2018/04/21

Translation Statement
The foreign wording in the mark translates into English as earth.

Filing Date
2007/10/02

Examining Attorney
CASTRO, GIANCARLO

Attorney of Record
GEORGE W. LEWIS

TH TERROIR HUNTER

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957906 - T H - N/A
Sent:	1/2/2011 1:22:42 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION HAS ISSUED ON 1/2/2011 FOR SERIAL NO. 77957906

Please follow the instructions below to continue the prosecution of your application:

TO READ OFFICE ACTION: Click on this **link** or go to http://portal.uspto.gov/external/portal/tow and enter the application serial number to **access** the Office action.

PLEASE NOTE: The Office action may not be immediately available but will be viewable within 24 hours of this e-mail notification.

RESPONSE IS REQUIRED: You should carefully review the Office action to determine (1) how to respond; and (2) the applicable **response time period**. Your response deadline will be calculated from 1/2/2011 (or sooner if specified in the office action).

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System Response Form.

HELP: For *technical* assistance in accessing the Office action, please e-mail TDR@uspto.gov. Please contact the assigned examining attorney with questions about the Office action.

WARNING

Failure to file the required response by the applicable deadline will result in the ABANDONMENT of your application.

Trademark Snap Shot Amendment & Mail Processing Stylesheet

(Table presents the data on Amendment & Mail Processing Complete)

OVERVIEW

SERIAL NUMBER	77957906	FILING DATE	03/12/2010
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	DE JONGE, KATHLEEN RUS	L.O. ASSIGNED	107

PUB INFORMATION

RUN DATE	12/16/2010
PUB DATE	N/A
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED
STATUS DATE	12/15/2010
LITERAL MARK ELEMENT	T H

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	T H

MARK DRAWING CODE	5-AN ILLUSTRATION DRAWING WITH WORD(S)/LETTER(S)/NUMBER(S) IN STYLIZED FORM
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Serine-Cannonau Vineyard, Inc.
ADDRESS	870 Arbor Road Paso Robles, CA 93446
ENTITY	03-CORPORATION
CITIZENSHIP	California

GOODS AND SERVICES

INTERNATIONAL CLASS	033
DESCRIPTION TEXT	Wine

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	033	FIRST USE DATE	11/08/2004	FIRST USE IN COMMERCE DATE	11/08/2004	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	Color is not claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of the letters t and h intertwined.

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
12/15/2010	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009
12/14/2010	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
12/14/2010	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
06/14/2010	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
06/14/2010	GNRT	F	NON-FINAL ACTION E-MAILED	005
06/14/2010	CNRT	R	NON-FINAL ACTION WRITTEN	004
06/14/2010	DOCK	D	ASSIGNED TO EXAMINER	003
03/18/2010	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002

03/16/2010	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Anne H. Peck
CORRESPONDENCE ADDRESS	ANNE H. PECK COOLEY GODWARD KRONISH LLP 777 6TH ST NW STE 1100 WASHINGTON, DC 20001-3706
DOMESTIC REPRESENTATIVE	NONE

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77957906
LAW OFFICE ASSIGNED	LAW OFFICE 107
MARK SECTION (no change)	
ARGUMENT(S)	
Applicant Serine-Cannonau Vineyards, Inc. ("Applicant") responds as follows to the Examiner's correspondence regarding the instant application for Applicant's stylized T H trademark (the "Mark") in International Class 33 in connection with "wine." Applicant notes the Examiner's citation to the marks TH (Reg. No. 3523399) and TH TERROIR HUNTER (Reg. No. 3523400) (the "Cited Registrations") as potential bars to registration of the Mark under Section 2(d) of the Trademark Act. Based on Applicant's common law use of the applied-for Mark since at least as early as 2004, which pre-dates the claimed first use date of the marks which are the subject of the Cited Registrations, Applicant is the senior rights owner and is entitled to all benefits attendant to its trademark priority. Applicant has advised the owner of the Cited Registrations of its priority of rights and its intention to protect and enforce its privileges as the senior party. Applicant respectfully requests suspension of the instant application pending the resolution of this dispute and disposition of the Cited Registrations.	
SIGNATURE SECTION	
RESPONSE SIGNATURE	/anne h. peck/
SIGNATORY'S NAME	Anne H. Peck
SIGNATORY'S POSITION	Attorney of record, California bar member
DATE SIGNED	12/14/2010
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Dec 14 22:54:29 EST 2010
TEAS STAMP	USPTO/ROA-71.198.25.101-20101214225429818621-77957906-47097d73bb854a1fd7ac1c992be9b827987-N/A-N/A-20101214223806001335

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **77957906** has been amended as follows:

ARGUMENT(S)

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

Applicant Serine-Cannonau Vineyards, Inc. ("Applicant") responds as follows to the Examiner's correspondence regarding the instant application for Applicant's stylized T H trademark (the "Mark") in International Class 33 in connection with "wine."

Applicant notes the Examiner's citation to the marks TH (Reg. No. 3523399) and TH TERROIR HUNTER (Reg. No. 3523400) (the "Cited Registrations") as potential bars to registration of the Mark under Section 2(d) of the Trademark Act. Based on Applicant's common law use of the applied-for Mark since at least as early as 2004, which pre-dates the claimed first use date of the marks which are the subject of the Cited Registrations, Applicant is the senior rights owner and is entitled to all benefits attendant to its trademark priority. Applicant has advised the owner of the Cited Registrations of its priority of rights and its intention to protect and enforce its privileges as the senior party. Applicant respectfully requests suspension of the instant application pending the resolution of this dispute and disposition of the Cited Registrations.

SIGNATURE(S)

Response Signature

Signature: /anne h. peck/ Date: 12/14/2010

Signatory's Name: Anne H. Peck

Signatory's Position: Attorney of record, California bar member .

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

Serial Number: 77957906
Internet Transmission Date: Tue Dec 14 22:54:29 EST 2010
TEAS Stamp: USPTO/ROA-71.198.25.101-2010121422542981
8621-77957906-47097d73bb854a1fd7ac1c992b
e9b827987-N/A-N/A-20101214223806001335

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957906 - T H - N/A
Sent:	6/14/2010 3:33:20 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	Attachment - 1 Attachment - 2 Attachment - 3 Attachment - 4 Attachment - 5 Attachment - 6

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO. 77957906

MARK: T H

77957906

CLICK HERE TO RESPOND TO THIS LETTER:
http://www.uspto.gov/teas/eTEASpageD.htm

CORRESPONDENT ADDRESS:
ANNE H. PECK
COOLEY GODWARD KRONISH LLP
777 6TH ST NW STE 1100
WASHINGTON, DC 20001-3706

APPLICANT: Serine-Cannonau Vineyard, Inc.

CORRESPONDENT'S REFERENCE/DOCKET NO:
N/A

CORRESPONDENT E-MAIL ADDRESS:
trademarks@cooley.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 6/14/2010

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FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. *See* 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of $50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Refusal to Register – Likelihood of Confusion
Registration of the applied-for mark is refused because of a likelihood of confusion with the marks in U.S. Registration Nos. 3523399 and 3523400. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registrations.

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely that a potential consumer would be confused or mistaken or deceived as to the source of the goods of the applicant and registrant. *See* 15 U.S.C. §1052(d). The court in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) listed the principal factors to be considered when determining whether there is a likelihood of confusion under Section 2(d). *See* TMEP §1207.01. However, not all of the factors are necessarily relevant or of equal weight, and any one factor may be dominant in a given case, depending upon the evidence of record. *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); *see In re E. I. du Pont*, 476 F.2d at 1361-62, 177 USPQ at 567.

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The literal element in applicant's **TH** mark is identical to the registrant's **TH** mark.. The stylization in

applicant's **TH** mark does not prevent a likelihood of confusion with the registrant's **TH** mark because the registrant's mark is in standard characters. A mark in typed or standard characters may be displayed in any lettering style; the rights reside in the wording or other literal element itself and not in any particular display. TMEP §1207.01(c)(iii); *see* 37 C.F.R. §2.52(a). Thus, a mark presented in stylized characters or otherwise in special form generally will not avoid likelihood of confusion with a mark in typed or standard characters because the marks could be presented in the same manner of display. *See, e.g., In re Melville Corp.*, 18 USPQ2d 1386, 1387-88 (TTAB 1991); *In re Pollio Dairy Prods. Corp.*, 8 USPQ2d 2012, 2015 (TTAB 1988). Applicant's **TH** mark is confusingly similar to the registrant's **TH mark.**

Applicant's **TH** mark merely deletes wording from the registrant's **TH TERROIR HUNTER** mark. The mere deletion of wording from a registered mark may not be sufficient to overcome a likelihood of confusion. *See In re Optica Int'l* , 196 USPQ 775, 778 (TTAB 1977); TMEP §1207.01(b)(ii)-(iii). Applicant's mark does not create a distinct commercial impression because it contains the same common wording as registrant's mark, and there is no other wording to distinguish it from registrant's mark.

Trade Channels

A determination of whether there is a likelihood of confusion is made solely on the basis of the goods as they are identified in the application and registration, without limitations or restrictions that are not reflected therein. *In re Thor Tech, Inc.*, 90 USPQ2d 1634, 1637-38 (TTAB 2009); *see* TMEP §1207.01(a)(iii). In this case, the application and cited registrations describe the goods broadly as "wines"; there are no limitations as to their nature, type, channels of trade or classes of purchasers. Thus, it is presumed that the application and cited registrations encompass all goods of the type described, that they move in all normal channels of trade, and that they are available to all potential customers. *In re Linkvest S.A.*, 24 USPQ2d 1716, 1716 (TTAB 1992); *In re Elbaum*, 211 USPQ 639, 640 (TTAB 1981); TMEP §1207.01(a)(iii).

Conclusion

The overriding concern is not only to prevent buyer confusion as to the source of the goods, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. *See In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); *see Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002).

Given the similarity of the marks for identical goods, registration must be refused under Section 2(d) of the Trademark Act.

Note – Ownership of Cited Registrations

If the marks in the cited registrations have been assigned to applicant, applicant can provide evidence of ownership of the marks by satisfying one of the following:

(1) Record the assignment with the Office's Assignment Services Branch (ownership transfer documents such as assignments can be filed online at http://etas.uspto.gov) and promptly notify the trademark examining attorney that the assignment has been duly recorded;

(2) Submit copies of documents evidencing the chain of title; or

(3) Submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: **"Applicant is the owner of U.S. Registration Nos. 3523399 and 3523400."**

TMEP §812.01; *see* 15 U.S.C. §1060; 37 C.F.R. §§2.193(e)(1), 3.25, 3.73; TMEP §502.02(a).

Merely recording a document with the Assignment Services Branch does not constitute a response to an Office action. TMEP §503.01(d).

Although applicant's mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration.

Assistance
If applicant has questions about the application or this Office action, please telephone the assigned trademark examining attorney at the telephone number below.

/Kathleen de Jonge/
Examining Attorney, Law Office 107
(571) 272-9152

TO RESPOND TO THIS LETTER: Use the Trademark Electronic Application System (TEAS) response form at http://teasroa.uspto.gov/roa/. Please wait 48-72 hours from the issue/mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov.

WHO MUST SIGN THE RESPONSE: It must be personally signed by (1) an individual applicant; (2) someone with legal authority to bind applicant (i.e., a corporate officer, a general partner, all joint applicants); or (3) an authorized attorney, if one is appointed to represent applicant.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at http://tarr.uspto.gov/. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/teas/eTEASpageE.htm.

Print: Jun 14, 2010 **77294370**

DESIGN MARK

Serial Number
77294370

Status
REGISTERED

Word Mark
TH

Standard Character Mark
Yes

Registration Number
3523399

Date Registered
2008/10/28

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
VIÑA UNDURRAGA S.A. CORPORATION CHILE Vitacura 2939, Piso 21, Las Condes Santiago CHILE

Goods/Services
Class Status -- ACTIVE. IC 033. US 047 049. G & S: Wines.

Foreign Country Name
CHILE

Foreign Priority
FOREIGN PRIORITY CLAIMED

Foreign Application Number
789.034

Foreign Filing Date
2007/09/14

Foreign Registration Number
814.456

Foreign Registration Date
2008/04/21

Foreign Expiration Date
2018/04/21

Filing Date
2007/10/02

Examining Attorney
CASTRO, GIANCARLO

Attorney of Record
GEORGE W. LEWIS

DESIGN MARK

Serial Number
77294382

Status
REGISTERED

Word Mark
TH TERROIR HUNTER

Standard Character Mark
Yes

Registration Number
3523400

Date Registered
2008/10/28

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
VIÑA UNDURRAGA S.A. CORPORATION CHILE Vitacura 2939, Piso 21, Las Condes Santiago CHILE

Goods/Services
Class Status -- ACTIVE. IC 033. US 047 049. G & S: Wines.

Foreign Country Name
CHILE

Foreign Priority
FOREIGN PRIORITY CLAIMED

Foreign Application Number
790067

Foreign Filing Date
2007/09/27

Foreign Registration Number
814479

Foreign Registration Date
2008/04/21

Foreign Expiration Date
2018/04/21

Translation Statement
The foreign wording in the mark translates into English as earth.

Filing Date
2007/10/02

Examining Attorney
CASTRO, GIANCARLO

Attorney of Record
GEORGE W. LEWIS

TH TERROIR HUNTER

To:	Serine-Cannonau Vineyard, Inc. (trademarks@cooley.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 77957906 - T H - N/A
Sent:	6/14/2010 3:33:21 PM
Sent As:	ECOM107@USPTO.GOV
Attachments:	

IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 77957906) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office ("USPTO") has written a letter (an "Office action") on 6/14/2010 to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. **Read** the Office letter by clicking on this **link** http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77957906&doc_type=OOA& **OR** go to http://tmportal.uspto.gov/external/portal/tow and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact TDR@uspto.gov.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. **Contact** the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. **Respond** within 6 months, calculated from **6/14/2010** (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) **Response to Office Action form**. If you have difficulty using TEAS, contact TEAS@uspto.gov.

ALERT:

Failure to file any required response by the applicable deadline will result in the ABANDONMENT (loss) of your application.

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.

*** User:kdejonge ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	1	0	1	1	0:01	77957129[SN]
02	198	0	198	165	0:02	("TH" or "T H")[bi,ti] not dead[ld]
03	5	0	5	5	0:05	2 and *{"vw"}{"iy"}n*[bi,ti]
04	7	0	7	7	0:02	2 and "033"[ic]
05	59	26	33	27	0:01	TH[fm]

Session started 6/14/2010 2:39:19 PM
Session finished 6/14/2010 2:50:24 PM
Total search duration 0 minutes 11 seconds
Session duration 11 minutes 5 seconds
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 77957906

syrah2007
The Hedge

PTO Form 1478 (Rev 9/2006)
OMB No. 0651-0009 (Exp 12/31/2011)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77957906
Filing Date: 03/12/2010

NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	**YES**
MARK INFORMATION	
***MARK**	\\TICRS\EXPORT9\IMAGEOUT9\779\579\77957906\xml1\FT K0002.JPG
***SPECIAL FORM**	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	t h
***COLOR MARK**	NO
***COLOR(S) CLAIMED (If applicable)**	
***DESCRIPTION OF THE MARK (and Color Location, if applicable)**	The mark consists of the letters t and h intertwined.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	450 x 500
REGISTER	Principal
APPLICANT INFORMATION	
***OWNER OF MARK**	Serine-Cannonau Vineyard, Inc.
***STREET**	870 Arbor Road
***CITY**	Paso Robles
***STATE**	California

(Required for U.S. applicants)	
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	93446
LEGAL ENTITY INFORMATION	
*TYPE	CORPORATION
* STATE/COUNTRY OF INCORPORATION	California
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	033
IDENTIFICATION	Wine
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 11/08/2004
FIRST USE IN COMMERCE DATE	At least as early as 11/08/2004
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT9\IMAGEOUT9 \779\579\77957906\xml1\FT K0003.JPG
SPECIMEN DESCRIPTION	Photograph of a wine bottle label
ADDITIONAL STATEMENTS SECTION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
ATTORNEY INFORMATION	
NAME	Anne H. Peck
FIRM NAME	Cooley Godward Kronish LLP
INTERNAL ADDRESS	Suite 1100
STREET	777 6th Street NW
CITY	Washington
STATE	District of Columbia
COUNTRY	

COUNTRY	United States
ZIP/POSTAL CODE	20001
PHONE	(650) 843-5096
FAX	(650) 857-0663
EMAIL ADDRESS	trademarks@cooley.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	John W. Crittenden, Janet L. Cullum, Peter J. Willsey, Emily F. Burns, Susan D. Berney-Key, Todd S. Bontemps, Bryan Boyle, Catherine A. Cayce, Gavin L. Charlston, Einat Sandman Clarke, Christen Dubois, Noel K. Egnatios, Christine Hsieh, Brendan Hughes, Kathleen Johnston, Lisa K. Koenig, Nishan Kottahachchi, Heather Dunn Navarro, Jeffrey T. Norberg, Susan L. Piascik, Erica Tierney, and Steven C. Tietsworth
CORRESPONDENCE INFORMATION	
***NAME**	Anne H. Peck
FIRM NAME	Cooley Godward Kronish LLP
INTERNAL ADDRESS	Suite 1100
***STREET**	777 6th Street NW
***CITY**	Washington
***STATE** **(Required for U.S. applicants)**	District of Columbia
***COUNTRY**	United States
***ZIP/POSTAL CODE**	20001
PHONE	(650) 843-5096
FAX	(650) 857-0663
***EMAIL ADDRESS**	trademarks@cooley.com
***AUTHORIZED TO COMMUNICATE VIA EMAIL**	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
***TOTAL FEE PAID**	275

SIGNATURE INFORMATION	
* SIGNATURE	/Jennifer L. Hoage/
* SIGNATORY'S NAME	Jennifer L. Hoage
* SIGNATORY'S POSITION	Vice-President
* DATE SIGNED	03/12/2010

PTO Form 1478 (Rev 9/2006)
OMB No. 0651-0009 (Exp 12/31/2011)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77957906
Filing Date: 03/12/2010

To the Commissioner for Trademarks:

MARK: t h (stylized and/or with design, see mark)

The literal element of the mark consists of t h.
The applicant is not claiming color as a feature of the mark. The mark consists of the letters t and h intertwined.
The applicant, Serine-Cannonau Vineyard, Inc., a corporation of California, having an address of
870 Arbor Road
Paso Robles, California 93446
United States
requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.
International Class 033: Wine

In International Class 033, the mark was first used at least as early as 11/08/2004, and first used in commerce at least as early as 11/08/2004, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Photograph of a wine bottle label.
Specimen File1

The applicant's current Attorney Information:
Anne H. Peck and John W. Crittenden, Janet L. Cullum, Peter J. Willsey, Emily F. Burns, Susan D. Berney-Key, Todd S. Bontemps, Bryan Boyle, Catherine A. Cayce, Gavin L. Charlston, Einat Sandman Clarke, Christen Dubois, Noel K. Egnatios, Christine Hsieh, Brendan Hughes, Kathleen Johnston, Lisa K. Koenig, Nishan Kottahachchi, Heather Dunn Navarro, Jeffrey T. Norberg, Susan L. Piascik, Erica Tierney, and Steven C. Tietsworth of Cooley Godward Kronish LLP
Suite 1100
777 6th Street NW
Washington, District of Columbia 20001

United States

The applicant's current Correspondence Information:

Anne H. Peck
Cooley Godward Kronish LLP
Suite 1100
777 6th Street NW
Washington, District of Columbia 20001
(650) 843-5096(phone)
(650) 857-0663(fax)
trademarks@cooley.com (authorized)

A fee payment in the amount of $275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Jennifer L. Hoage/ Date Signed: 03/12/2010
Signatory's Name: Jennifer L. Hoage
Signatory's Position: Vice-President

RAM Sale Number: 2663
RAM Accounting Date: 03/15/2010

Serial Number: 77957906
Internet Transmission Date: Fri Mar 12 16:07:18 EST 2010
TEAS Stamp: USPTO/FTK-63.251.249.2-20100312160718436
541-77957906-460fbdf1257c90485c3052f5512
541e1f7-DA-2663-20100312125245987609

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The Hedge

EXHIBIT 21
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

WHOIS search results for:
TERRYHOAGEVINEYARDS.COM
(Registered)

Is this your domain? Add hosting, email and more. GO

Want to buy this domain? Get it with our Domain Buy service. GO

Domain Name: TERRYHOAGEVINEYARDS.COM
Registry Domain ID: 181203607_DOMAIN_COM-VRSN
Registrar WHOIS Server: whois.godaddy.com
Registrar URL: http://www.godaddy.com
Update Date: 2014-06-17 10:04:41
Creation Date: 2005-07-09 23:42:47
Registrar Registration Expiration Date: 2023-07-09 23:42:47
Registrar: GoDaddy.com, LLC
Registrar IANA ID: 146
Registrar Abuse Contact Email: abuse@godaddy.com
Registrar Abuse Contact Phone: +1.480-624-2505
Domain Status: clientTransferProhibited
Domain Status: clientUpdateProhibited
Domain Status: clientRenewProhibited
Domain Status: clientDeleteProhibited
Registry Registrant ID:
Registrant Name:
Registrant Organization: AntiMS.com
Registrant Street: Chris Hoage 870 Arbor Rd Paso Robles
Registrant City:
Registrant State/Province:
Registrant Postal Code: 93446
Registrant Country: United States
Registrant Phone: +1.8057129343
Registrant Phone Ext:
Registrant Fax:
Registrant Fax Ext:
Registrant Email: chris@antims.com
Registry Admin ID:
Admin Name:
Admin Organization: AntiMS.com
Admin Street: Chris Hoage 870 Arbor Rd Paso Robles
Admin City:
Admin State/Province:
Admin Postal Code: 93446
Admin Country: United States
Admin Phone: +1.8057129343
Admin Phone Ext:
Admin Fax:
Admin Fax Ext:
Admin Email: chris@antims.com
Registry Tech ID:
Tech Name:
Tech Organization: AntiMS.com
Tech Street: Chris Hoage 870 Arbor Rd Paso Robles
Tech City:
Tech State/Province:
Tech Postal Code: 93446
Tech Country: United States
Tech Phone: +1.8057129343
Tech Phone Ext:
Tech Fax:
Tech Fax Ext:
Tech Email: chris@antims.com
Name Server: NS.CLEVERCONCEPTS.NET
Name Server: NS2.CLEVERCONCEPTS.NET
DNSSEC: unsigned
URL of the ICANN WHOIS Data Problem Reporting System: http://wdprs.internic.net/
Last update of WHOIS database: 2014-8-20T20:00:00Z

The data contained in GoDaddy.com, LLC's WHOIS database,

Domain already taken?

[ ] [.com ▼] Search

NameMatch Recommendations

GoDaddy.com NameMatch has found similar domain names related to your search. Registering multiple domain names may help protect your online brand and enable you to capture more Web traffic, which you can then direct to your primary domain.

Domains available for new registration:

Alternate TLDs		
terryhoagevineyards.info	SAVE!	$2.99*/yr
terryhoagevineyards.net	SAVE!	$9.99*/yr
terryhoagevineyards.org	SAVE!	$12.99*/yr
terryhoagevineyards.us	SAVE!	$4.99/yr
terryhoagevineyards.biz	SAVE!	$7.99*/yr
terryhoagevineyards.mobi	SAVE!	$9.99*/yr
terryhoagevineyards.ca		$12.99/yr
terryhoagevineyards.me	SAVE!	$9.99/yr
Similar Premium Domains		
OrganicVineyards.org		$399.00*
OrganicVineyards.net		$449.00*
AgeDiscriminationAct.com		$1,199.00*
TerryAustin.com		$1,888.00*
TerryData.com		$888.00*
TerryFair.com		$2,188.00*

ADD TO CART

Domains available at Go Daddy Auctions®:

terrylake.com Ends on: 11/18/2014 9:41:00 AM PDT	$1,449.00*
terrypants.com Ends on: 11/17/2014 9:26:00 AM PDT	$900.00*
montereyvineyards.com Ends on: 11/12/2014 10:42:00 AM PDT	$688.00*
seethevineyards.com Ends on: 11/11/2014 12:00:00 AM PDT	$10.00*
vineyardselect.com Ends on: 11/10/2014 3:58:00 AM PDT	$588.00*
girlsterryrobes.com Ends on: 11/3/2014 9:35:00 AM PDT	$999.00*

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while believed by the company to be reliable, is provided "as is" with no guarantee or warranties regarding its accuracy. This information is provided for the sole purpose of assisting you obtaining information about domain name registration records. Any use of this data for any other purpose is expressly forbidden without the prior written permission of GoDaddy.com, LLC. By submitting an inquiry, you agree to these terms of usage and limitations of warranty. In particular, you agree not to use this data to allow, enable, or otherwise make possible, dissemination or collection of this data, in part or in its entirety, for any purpose, such as the transmission of unsolicited advertising and solicitations of any kind, including spam. You further agree not to use this data to enable high volume, automated or robotic electronic processes designed to collect or compile this data for any purpose, including mining this data for your own personal or commercial purposes.

Please note: the registrant of the domain name is specified in the "registrant" section. In most cases, GoDaddy.com, LLC is not the registrant of domain names listed in this database.

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Deluxe Registration
Business Registration
Protected Registration

*Plus ICANN fee of $0.18 per domain name year.
**.CA domain names will be registered through Go Daddy Domains Canada, Inc., a CIRA certified registrar.

See Underlying Registry Data
Report Invalid Whois

Search for another domain name in the WHOIS database

.com

Search

NEED HELP? Call our award-winning support team 24/7 at (480) 505-8877

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Corporate Responsibility
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Blake's Blog

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Product Support
Site Suggestions
Report Abuse

Resources
Webmail
WHOIS Search
ICANN Confirmation
Affiliates
Small Business Center
Site Map

My Account
My Account
My Renewals
Create Account

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PayPal

Terry Hoage Vineyards

Terry Hoage Vineyards is a 100% organically farmed estate in Westside Paso Robles, focusing exclusively on the production of Rhone varietals. Winemakers Terry and Jennifer Hoage gained their winemaking knowledge from Justin Smith of Saxum Vineyards, who made wines for Terry Hoage Vineyards in 2002 and 2003, and oversaw the winemaking process in 2004. The next year, Terry and Jennifer created their 2005 vintage, continuing in their minimalist philosophy of winemaking.

Using 100% French oak, the Hoages craft their wines without racking, fining or filtering. The only time the wines are moved is during the bottling process. Their unique approach to winemaking has Robert Parker saying: "This is the kind of wine the Central Coast should be producing more."

"This is the kind of wine the Central Coast should be producing more."

Robert Parker, Wine Advocate
August 2009

EXHIBIT 22
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

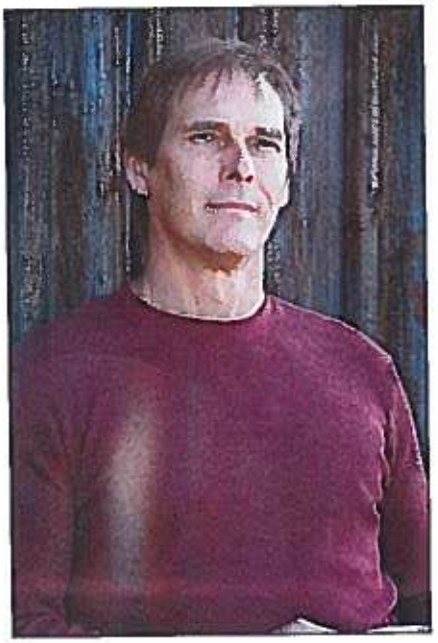
Terry Hoage Vineyards

Terry Hoage began his football career as a defensive back for the University of Georgia from 1980 to 1983. He graduated from UG in 1985 with a BS in Genetics, a 3.85 GPA and as a two-time All-American. In 1983, he finished 5th for the Heisman Trophy and, in 1984, was the SEC Athlete of the Year. Vince Dooley, head coach at the University of Georgia, called Hoage "the best defensive player I've ever coached and maybe the best one I've ever seen."

Hoage's professional football career in the NFL spanned 13 seasons with six teams: the New Orleans Saints, Philadelphia Eagles, Washington Redskins, San Francisco 49ers, Houston Oilers and Arizona Cardinals. Prior to retiring from the NFL in 1996, Hoage won a Superbowl in 1992 with the Washington Redskins.

Later, Hoage was priliveged to be inducted into the Georgia-Florida Hall of Fame in 1997, the College Football Hall of Fame in 2000, the CoSIDA Academic Hall of Fame in 2004, and the Georgia Sports Hall of Fame in 2004.

Hoage and his wife, Jennifer, purchased a 26-acre vineyard on the west side of Paso Robles in 2002 and began their label, Terry Hoage Vineyards. Six years later, they were pronounced Top New California Wine Producers by *Wine Spectator*. Hoage currently serves as Vice President and Treasurer of the Board for mustI Charities, a philanthropic organization dedicated to improving quality of life in San Luis Obispo's North County.



Jennifer's passion for food and wine was instilled early in life while she was growing up in New Orleans. She was introduced to the restaurant scene by her mother, who worked in several prestigious kitchens in New Orleans. Jennifer's artistic passion (she was one of the first graduates of the New Orleans Center for the Arts High School) led her to Paris at 18 to study corporal mime under master Etienne Decroux. While living in Paris, she was exposed to wines from her host family's Bordeaux property and her love of food and wine was cemented.

When she returned to New Orleans, she took a position with *New Orleans Magazine* to head their food and wine division and immediately developed their wine section to include educational material as well as meaningful reviews. Jennifer's knowledge and expertise has been experientially learned and is based in a hands on approach to cooking and winemaking.

In 2002, Jennifer and her husband Terry purchased their property on Arbor Road in Paso Robles and Jennifer was once again immersed in artistic creativity. Jennifer runs the blending and oak programs for their winery, pulling from her experiences growing up in New Orleans, her first experiences with French wines, and her extensive experiences guiding *New Orleans Magazine*'s food and wine section.

Her approach to winemaking is one of minimalism, tying her passion for old world wines with the unique and powerful terroir of the Paso Robles AVA. Her wines show a wonderful balance of old world complexity with the exuberance and concentration of new world possibilities. Robert Parker extended an unwittingly meaningful compliment to Jennifer upon reviewing her first Cuvee submitted for his review by stating if he did not know the origin of the wine, he would have thought he was tasting wines off of a premiere property in Chateauneuf Du Pape.

Terry Hoage Vineyards

TERMS OF USE

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Your use of this website and any dispute arising out of such use of the website is subject to the laws of the United States.

WINE-SPECIFIC CONDITIONS

Legal Requirements

You must be 21 years of age or older, to order or receive alcoholic beverages from Terry Hoage Vineyards. Receipt of shipments containing alcoholic beverages requires the signature of a sober adult (a person 21 years of age or older who is not intoxicated). Wines purchased from Terry Hoage Vineyards are not for resale, and are for personal consumption only.

Credit Card Charges

Online orders are by credit card only. We accept Visa, MasterCard, Discover and American Express. If you would like to purchase wine with cash or check, please visit the Tasting Room at 870 Arbor Road, Paso Robles CA 93446.

Wine is a Delicate Commodity

Wine is a perishable commodity. Wine does not like extremes of temperature: hot humid summer and cold winter weather may adversely affect the condition of your wine during shipment. Terry Hoage Vineyards is not responsible for, and will not replace, wine that is damaged by extreme weather conditions during shipment. When your wine order is picked up by the common carrier for delivery, responsibility for the wine becomes the responsibility of the purchaser.

Terry Hoage Vineyards

PRIVACY POLICY

Protecting your privacy is important to us. We hope the following statement will help you understand how we collect, use and safeguard the personal information you provide to us on our site.

I. What kind of information do we collect from you when you visit our site?

When you visit terryhoagevineyards.com, our stats package from Google collects some basic information about your browser. Examples are things like what type of browser and operating system are you using; how long did you stay on our site; what pages did you look at. This helps us understand how visitors browse our site, so that we can make their shopping experience better.

We also collect personal information about you when you check out of our store such as your name, address, postal code, phone number, etc. We need this information to process payment and ship merchandise to you.

II. Sharing of information - we don't do it.

Under no circumstances will we share any information that we collect with any third parties or web sites. All the information you give us is completely private and used solely for order processing and shipping. If you give us permission to send you marketing emails then we use your email for that purpose, but never does that email get sold or distributed to any other web site or list.

III. Consumer inquiries and privacy.

If you have any questions about your privacy, or want to make changes to your profile, or remove yourself from our marketing list, simply send us an email.

IV. Protecting your information.

All the payment information we collect is done so under SSL - a standard internet security measure. Any data that we store about you is kept behind a secure firewall in our database and is not accessible to the public in any way.

Terry Hoage Vineyards

RETURNS & CANCELLATIONS

We will replace or refund any bottle of wine that is damaged or flawed (TCA or VA only). We ask the customer return the unfinished portion of the original bottle for replacement.

By law, we cannot accept returns of alcoholic beverages unless the product is flawed (TCA or VA only). We are unable to accept return of wine that was damaged due to adverse weather conditions during shipment, or wine that is ordered in error. Please send an email to info@terryhoagevineyards.com to arrange for the return of corked or flawed (TCA or VA only) product.

If the original shipment was damaged or flawed (TCA or VA only), you will receive replacement wine of the same vintage if available and a full refund of return shipping. Please contact the tasting room at 805-238-2083 for return instructions.

A 25% restocking fee will be applied to all canceled or refused orders as well as all shipping charges incurred.

Terry Hoage Vineyards

Portfolio

"Bam Bam", Estate Rosé
"Pik Pool", Picpoul Blanc
"Roo Sahn", Roussanne
"The Gap", Cuvee Blanc
"The Skins", Grenache
"The Pick", Grenche Cuvee
"The 46", Grenache-Syrah
"5 Blocks", Syrah Cuvee
"The Hedge", Syrah
"Three-Four", Syrah

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Terry Hoage Vineyards

"Pik Pool", Picpoul Blanc

TASTING NOTES

Believe it or not, Picpoul Blanc is a unique grape varietal grown in the Rhone region of France. Known for its racy acidity and tropical flavors, it is often used in blends for the structure and brightness it adds to the wine.

In Paso, the warm days and long growing season help yield lush, ripe Picpoul Blanc fruit that it is amazing on its own. That is why each year—if we are lucky—we produce a very limited quantity of 100% Picpoul Blanc for the avid fans (like Jennifer Hoage).

Our Picpoul in aged in stainless steel to preserve the freshness of the fruit and let the tropical notes shine. In years with particularly pronounced acidity, we age half of the juice in neutral french oak to flesh out the mouth feel.

$38. Limited Production. Offered in the spring.

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Terry Hoage Vineyards

"Roo Sahn", Roussanne

TASTING NOTES

Roussanne is one of the more notable white grapes of the Rhone, offering beautiful floral notes of jasmine and sweet honeysuckle. We blend Roussanne into our cuvee blanc, The Gap, but in years of superior quality we also bottle a small amount of this wine as a stand-alone varietal. Our Roussanne exhibits brightness and life, with flavors of honey and nectar. The influence of new oak contributes an aromatic complexity and enhanced aging potential in your cellar, if you choose.

$44. Limited Production. Offered in the spring.

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Terry Hoage Vineyards

"The Gap", Cuvee Blanc

TASTING NOTES

The Gap is our signature white blend, consisting of the three white Rhone grapes grown on a small, limestone-rich part of the property. Together, they comprise less than 2 acres of our total vineyard. Grenache Blanc, with its stone fruit and apricot blossom aromas, dominates the blend. Picpoul Blanc adds brightness and acidity, while Roussanne offers complexity and floral character. A bit of new French oak adds richness and a baking spice notes, making this wine extremely food friendly.

The Gap was named for the Templeton Gap, the corridor along the 46 West that pulls in cool air from the coast and provides Paso Robles the ability to retain acidity in the grapes and create beautifully balanced wines.

$40. Released in the fall.

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Terry Hoage Vineyards

"The Skins", Grenache

TASTING NOTES

The Skins is our varietal Grenache, usually with a small amount of Syrah added for structure and complexity. Often the most feminine wine that we produce, it exhibits Pinot-like characteristics of cherry, raspberry, jam, and a hint of sweet tobacco.

Named after the "skins" of the grapes that are so important in giving the wine color and tannin, this wine is also a reference to the Washington Redskins, where players and fans call their beloved team the 'Skins. Terry was fortunate enough to win Super Bowl XXVI with this team in 1991.

Due to a very limited production, this wine sells out quickly and can only be purchased through the club.

$60. Released in the fall.

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Terry Hoage Vineyards

"The Pick", Grenche Cuvee

TASTING NOTES

The Pick is modeled after a classic southern Rhone Chateneuf-du-Pape. This GSM highlights three classic grapes blended to make a beautifully balanced wine. The wine showcases the fruity characteristics of Grenache, bold blackberry and beefy dark Syrah notes, and the earthy, gamey influence of Mourvedre. A small amount of Cinsaut adds juicy fruit and spice, making this wine an easy pair with a variety of foods.

Blends tend to have greater complexity and can be much more exciting than single varietals. Moving to Paso Robles in 2000, the Hoages were delighted to find a few fine producers making blends in the GSM style, loving their fruit forward expression and earthy, spicy undertones. After tasting wines from Paso made with the Rhone varietals, the Hoages decided to farm these grapes exclusively in their vineyard.

The Pick was named for the harvest or the "pick" of the barrels and is also a slang term for an interception. Terry, who played as a Free Safety, had a few picks in his career.

$55. Released in the fall.

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Terry Hoage Vineyards

"The 46", Grenache-Syrah

TASTING NOTES

The 46 has been a consistent blend of 50% Grenache and 50% Syrah since its inaugural release in 2004. Grenache keeps the wine light and bright with beautiful acidity and berry jam flavors, while Syrah increases the color, body, and impact, adding subtle flavors of smoke, game and spice.

The 46 was named after the Highway 46 west, off of which our small winery is nestled. It is also that name of the 46 defensive scheme that Terry played under Buddy Ryan for most of his football career.

$55. Released in the fall.

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Terry Hoage Vineyards

"5 Blocks", Syrah Cuvee

TASTING NOTES

5 Blocks is a fan favorite at Terry Hoage. Syrah leads the blend with its classically dark color, big mouth feel, and savory notes of beef and bacon fat. The Syrah is blended with carefully chosen amounts of Mourvedre, Grenache, and Cinsault, each adding their own unique character. Our 5 Blocks cuvee is generally bigger than the Pick (also a GSM), but can be more feminine in certain years. It always shows beautifully in its youth and is one of the most interesting, balanced, and complex blends that we produce.

Named for the five blocks of fruit the blend was first made from, it also happens to be the number of blocked field goals Terry made at the University of Georgia (possibly still a school record!).

$55. Released in the fall.

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Terry Hoage Vineyards

"The Hedge", Syrah

TASTING NOTES

Our flagship Syrah, The Hedge, remains one of the most popular and sought after wines in our lineup. It was the first wine produced by Terry Hoage Vineyards, and the name pays homage to the famed hedges of UGA, where Terry got his football start playing for Coach Vince Dooley. The 2002 and 2003 vintages were made by Justin Smith, of Saxum, who mentored the Hoages in the beginning. The fruit he used came from a part of our vineyard that was planted under the guidance of John Alban. This small block of Estrella clone Syrah was the only fruit growing on the property when the Hoages acquired it in 2002.

The Hedge is the truest expression of Syrah from our west-side property. It is a blend of all of our estate clones, including Estrella, 174 and 383, to name a few. This wine exhibits classic dark fruit and beefy, bacon fat notes characteristic of Syrah grown in a warmer climate. It is rich, round and apt to please both wine novices and connoisseurs alike.

$60. Released in fall.

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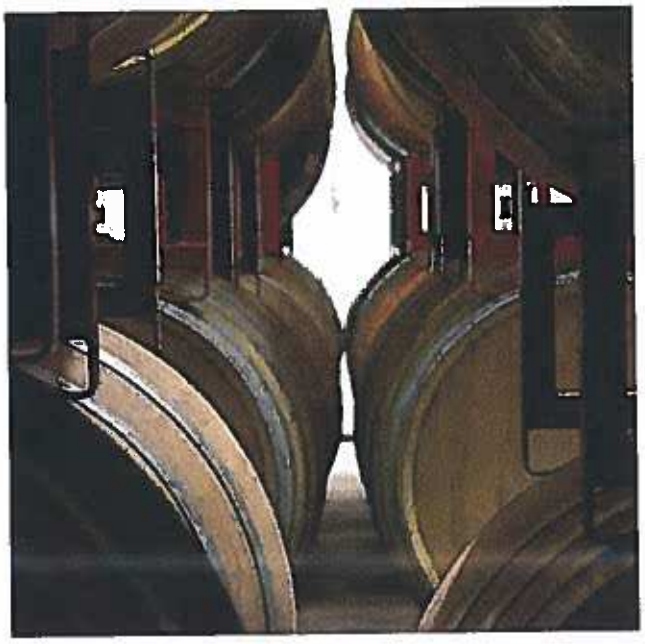
Terry Hoage Vineyards



"Three-Four", Syrah

TASTING NOTES

The Three-Four is our block-designate Syrah from a small part of our vineyard that we share with Justin Smith of Saxum. It is an experimental, own-rooted block with a special meter by meter configuration (actually 3' x 4') that is NE facing and really steep. We planted the block on Justin's suggestion, not realizing how difficult it would be to farm. Every single thing must be done by hand- it is ridiculous! The harvested fruit is divided, with Justin taking half the fruit and the remaining half going into our Three-Four, Syrah.

Because of the high density of the vines, our Meter-by-Meter block yields tiny, concentrated clusters of fruit. The resulting wine is big, dark and powerful, with the structure to cellar for over a decade. The name Three-Four references the spacing of the vines and Terry's jersey number throughout most of his professional career.

$80. Released in the fall.

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Terry Hoage Vineyards

CLICK HERE to view the full aging chart.

This aging chart is mainly based on recommendations by Robert Parker and Wine Spectator, with a few of our own predictions added in. Our wines tend to be more fruit-forward with beautiful balance and thus have the potential to last much longer than anticipated. Only time will tell! For our vineyard, the 2004, 2006 and 2008 vintages produced wines that are more approachable and can be enjoyed in their younger years.

When aging wines, the ideal temperature for storage is cellar temperature, which is a consistent 55 degrees F. If storing wines at varied temperatures or at temperatures greater than 70 degrees F, the age-ability of the wine may be shortened.

Terry Hoage Vineyards

2012 Release

The 2012 Release is now closed. Please call the Tasting Room: 805.238.2083 to reorder.

Shopping Summary

There are currently
No items in your cart

2013 The Gap

The Gap is a white Rhone-style blend with classic stone fruit character and notes of apricot blossom, jasmine and honeysuckle. New French oak adds richness and baking spice elements, making this wine extremely food friendly.

64% Grenache Blanc, 31% Roussanne, and 5% Picpoul Blanc

Wine Club Exclusive

2012 Skins

The Skins is varietal Grenache with a small amount of Syrah added to enhance structure and complexity. It is the most feminine wine in our lineup, with Pinot-esque notes of bright red fruit, figs and spice.

90% Grenache, 10% Syrah

Wine Club Exclusive

2012 The Pick

The Pick highlights three classic Rhone varietals: Grenache, adding red fruit character and tobacco notes, Syrah, offering bold blackberry and beefy bacon fat, and Mourvedre, providing an earthy, gamey influence. A bit of Cinsaut rounds out the blend with juicy fruit and spice, making this cuvee an easy pair with food.

55% Grenache, 29% Syrah, 12% Mourvedre, 4% Cinsaut

Wine Club Exclusive

2012 The 46

The 46 is a beautiful blend of 50% Grenache and 50% Syrah. Syrah gives the blend a big voluptuous mouth feel and sultry undertones, while the Grenache adds lively acid, fruit and spice.

50% Grenache, 50% Syrah

Wine Club Exclusive

2012 5 Blocks

Our 5 Blocks, Cuvee is the Syrah-based counterpart to The Pick. The blend exhibits Syrah's classically dark color, big mouth feel, and savory notes of beef and bacon fat. It is blended with carefully chosen amounts of Mourvedre, Grenache, and Cinsaut, adding spice and bright fruit character to the wine.

61% Syrah, 20% Mourvedre, 15% Grenache, and 4% Cinsaut

Wine Club Exclusive

2012 The Hedge

The Hedge is our varietal Syrah and the purest expression of our Westside vineyard. It exhibits

classic dark fruit and beefy, bacon fat notes characteristic of Syrah grown in a warmer climate. It is rich, round and apt to please both wine novices and connoisseurs alike.

100% Syrah

Wine Club Exclusive

2012 Three-Four

This block-designate Syrah comes from a small block of our vineyard that we share with Justin Smith of Saxum. The vines are own-rooted, head-trained and planted to super high density, producing low yields of tiny, concentrated fruit.

100% Syrah

Wine Club Exclusive

Terry Hoage Vineyards

If you don't have an account, please join the wine club now.

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Password

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Terry Hoage Vineyards

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Wine Club

Joining our wine club, Team Hoage, is the only way to guarantee access to the new releases of our limited production wines.

Team Hoage - Join

Customizable Shipment of 6+ Bottles Annually

Winemakers Club 6 - Join

Assortment of 6 Winemaker-Selected Red Wines Annually

Winemakers Club 12 - Join

Assortment of 12 Winemaker-Selected Red Wines Annually

Terry Hoage Vineyards

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Last Name*

Email*

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City

Zip/Postal Code

Country — Select Country —

State/Province N/A

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Terry Hoage Vineyards is not affiliated with Hoage Wines in Hood River

Terry Hoage Vineyards

Terry Hoage Vineyards is a 100% organically farmed estate in Westside Paso Robles, focusing exclusively on the production of Rhone varietals. Winemakers Terry and Jennifer Hoage gained their winemaking knowledge from Justin Smith of Saxum Vineyards, who made wines for Terry Hoage Vineyards in 2002 and 2003, and oversaw the winemaking process in 2004. The next year, Terry and Jennifer created their 2005 vintage, continuing in their minimalist philosophy of winemaking.

Using 100% French oak, the Hoages craft their wines without racking, fining or filtering. The only time the wines are moved is during the bottling process. Their unique approach to winemaking has Robert Parker saying: "This is the kind of wine the Central Coast should be producing more."

"This is the kind of wine the Central Coast should be producing more."

Robert Parker, Wine Advocate
August 2009

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Terry Hoage Vineyards

TERRY HOAGE VINEYARDS
870 Arbor Road
Paso Robles CA 93446

If you have questions, please contact our Tasting Room.

P 805.238.2083

Wine Club: club@terryhoagevineyards.com

General Inquiries: info@terryhoagevineyards.com

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Terry Hoage Vineyards

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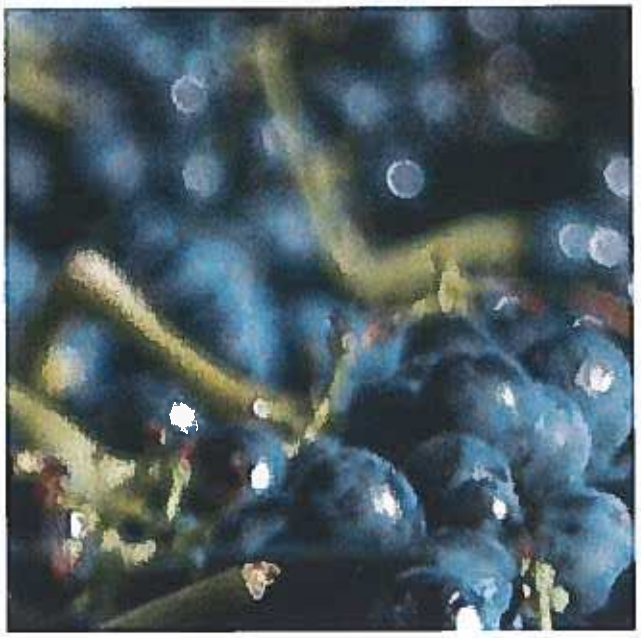

TERRY HOAGE VINEYARDS

870 Arbor Rd, Paso Robles CA 93446

(805) 238.2083

Directions To Winery:

From the 101 Freeway
Exit Hwy 46 West toward Cambria/Hearst Castle
Head West on Hwy 46
Turn right at Arbor Road and veer right to continue on Arbor Road
Go 1 mile and Terry Hoage Vineyards will be on your right!

We look forward to your visit!

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Terry Hoage Vineyards is not affiliated with [illegible]

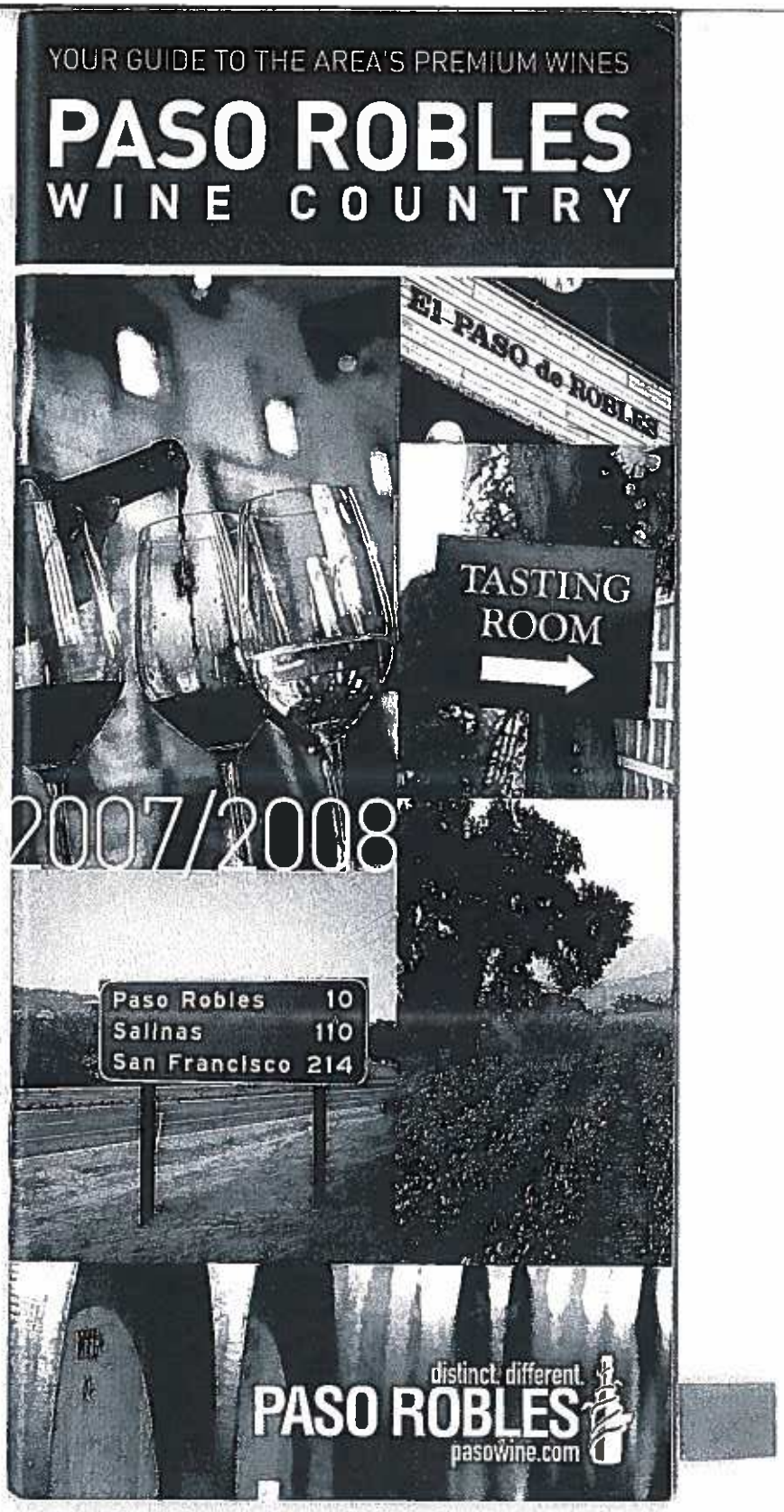


EXHIBIT 23
WIT: Hauge
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

SAN SIMEON / MADDALENA – San Simeon and Maddalena are artisan wines sourced from our family's estate vineyards in Paso Robles and Monterey. We have farmed on the Central Coast for over 30 years. Fourth-generation winemaker Anthony Riboli and co-winemaker Arnaud Debons take a very "hands on" approach to their craft. Our parent company is San Antonio Winery. Come visit our winery, restaurant, tasting room, and wineshop in downtown Los Angeles. We are open daily from 9 a.m.-6 p.m. 737 Lamar Street, Los Angeles, CA 90031. 888.223.1401. www.sanantoniowinery.com or www.riboliwines.com

SCOTT AARON – Scott Aaron wines are hand-crafted in small quantities of just a few barrels, allowing us to focus on making them the best they can be. We make them to our tastes, not what sells best in the grocery store. They are sold exclusively through our tasting room in downtown Templeton inside Herrmann's Chocolate Lab. Open Thursday-Monday 11 a.m.-6 p.m. 422 S. Main Street, Templeton, CA 93465. 888.611.9463. www.scottaaron.com

SCULPTERRA WINERY & VINEYARD – Sculpterra Winery & Vineyards sculpts the land, the vines and the grapes to create a superb bottle of wine for your enjoyment. The Frankel Family invites you to visit the Sculpterra Winery & Vineyards opening in summer, 2007. Experience our inspiring outdoor sculpture garden and hand-crafted Sculpterra wines. Open for tasting Thursday-Sunday 11 a.m.-5 p.m. 5125 Linne Road, Paso Robles, CA 93446. 805.226.8881

SILVER HORSE WINERY – Small lot, hand-crafted wines make our family owned and operated eastside winery a "must see" during your visit to Paso Robles! Our wines are only available in the tasting room and sell out quickly! Don't pass by this opportunity to experience one of Paso Robles' finest wineries! We look forward to meeting you! Friday-Monday, 11 a.m.-5 p.m., or call for a weekday appointment. 2995 Pleasant Road, San Miguel, CA 93451. 805.467.WINE (9463). www.silverhorse.com

STACKED STONE CELLARS – A family-owned Westside vineyard nestled amidst the rolling hills of Peachy Canyon Road. Through dry-land farming and head-trained pruning, the estate's vineyard is intimately cultivated to produce a low yield of highly concentrated Zinfandel grapes. Besides Zinfandel, Stacked Stone's varietals include Rhône blends, Bordeaux blends, Petite Sirah and Rosé. Stop by Stacked Stone Cellars for a complimentary tasting, or bring a picnic and enjoy our picturesque grounds. Open Friday 1-5 p.m., Saturday and Sunday 11 a.m.-5 p.m. and weekdays by appointment. 1525 Peachy Canyon Road, Paso Robles, CA 93446. 805.238.7872. www.stackedstone.com

STILL WATERS VINEYARDS – Enjoy spectacular views from our small, family-owned winery and tasting room surrounded by 100-year old olive groves and gardens. Taste hand-crafted, small lot, award-winning estate Bordeaux and Rhône wines. Bring a picnic and savor estate olive oil and wines while overlooking the vineyard. Open Thursday-Monday, 11 a.m.-5 p.m. 2750 Old Grove Lane, Paso Robles, CA 93446. 805.237.9231. www.stillwatersvineyards.com

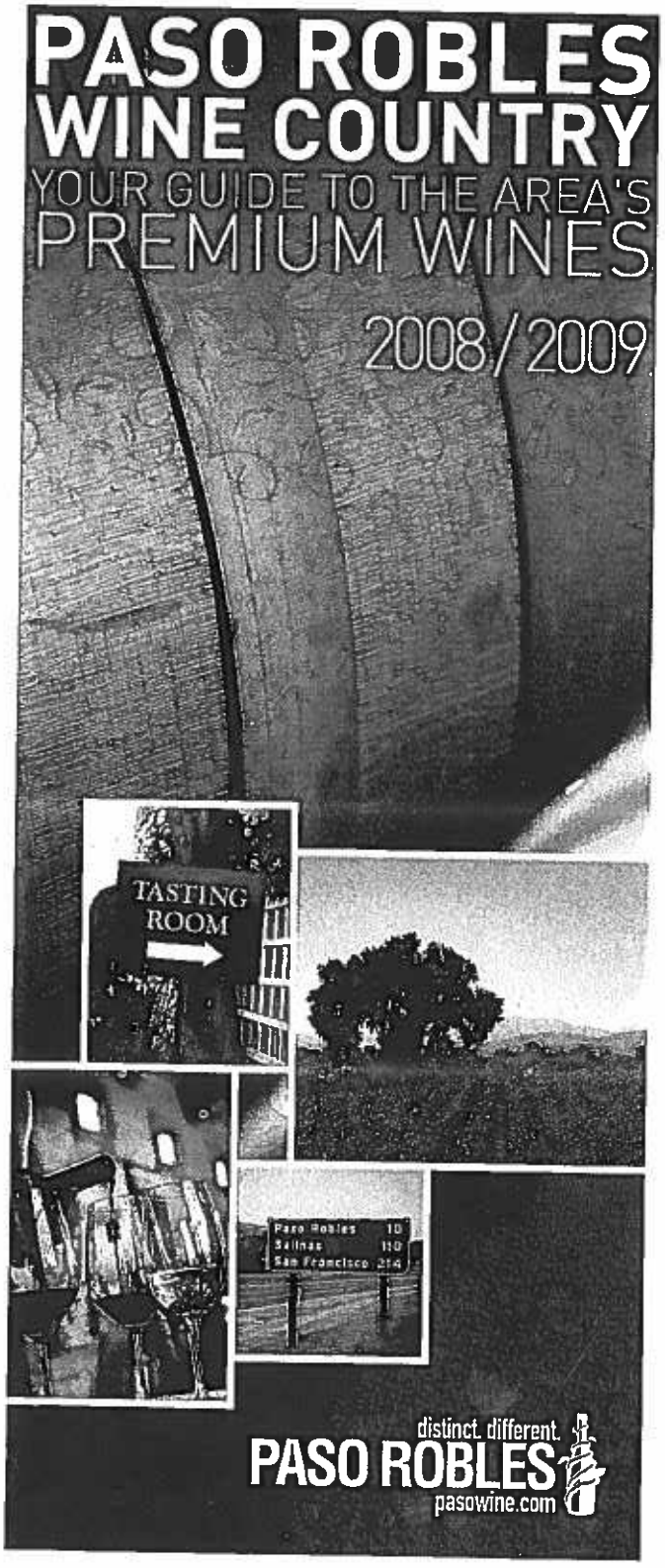
SUMMERWOOD WINERY – Come visit our exclusive Westside winery where we produce critically acclaimed premium wines. Our hand-crafted cache is only available from the estate and includes Viognier, Syrah, GSM, Diosa, Cabernet Sauvignon, Sentio and Port. Bring a picnic and enjoy our grounds or visit our 9-room Inn. Open daily, tours by appointment. One mile west of 101 off 46 West, 2175 Arbor Road, Paso Robles, CA 93446. 805.227.1365. www.summerwoodwine.com

SYLVESTER VINEYARDS & WINERY – Sylvester Vineyards & Winery offers warm hospitality and hand-crafted French and Italian varietal wines. Reserve lots and Ports are produced in limited quantities. The tasting room doubles as a gourmet foods shop, housing a large selection of gourmet meats and cheeses along with many unique gift items. Explore our classic Pullman railcars and check out our featured artists. Come Join The Flock! Open Daily-winter 11 a.m.–5 p.m., summer 11 a.m.–6 p.m. 5115 Buena Vista Drive, off of Hwy. 46 East, Paso Robles, CA 93446. 805.227.4000. www.sylvesterwinery.com

TABLAS CREEK VINEYARD – Founded by the Perrins (Château de Beaucastel) and importer Robert Haas, Tablas Creek produces estate-grown, internationally recognized Rhône varietals and Châteauneuf-du-Pape style blends from grapes including Syrah, Mourvèdre, Viognier and Roussanne. A unique tour showcases the on-site grapevine nursery, organic vineyard, winery and tasting room with Provencal gifts. Tasting 10 a.m.-5 p.m.; free tours daily by appointment. 9339 Adelaida Road, Paso Robles, CA 93446. 805.237.1231. E-mail: info@tablascreek.com. www.tablascreek.com

TERRY HOAGE VINEYARDS – Terry Hoage Vineyards is a 26-acre family-owned vineyard and winery located off Hwy. 46 West in Paso Robles. We are dedicated to fastidious farming practices and hand-crafting superior quality Rhône style wines. Our tasting room and tours are available on all major event weekends and by appointment. 870 Arbor Road, Paso Robles, CA 93446. 805.238.2083.

Disclaimer: Terry Hoage Vineyards is not affiliated with Hogue® wines or The Hogue Cellars®.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PASO ROBLES
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SHARP'S HILL VINEYARDS

SHV is excited to now be making wine under our own label. Located high above Highway 46 West this landmark property provides a picturesque setting for our boutique offering. Our fine wines along with hilltop tasting pavilion will be available late 2008. For updates, wine club, early release information, please visit our Web site or call. By appointment only. 1085 Ambush Trail Place, Paso Robles, CA 93446. 805.237.2005. E-mail: rob@sharpshill.com. www.sharpshill.com

SILVER HORSE WINERY

Small lot, hand-crafted wines make our family owned and operated eastside winery a "must see" during your visit to Paso Robles! Our wines are only available in the tasting room and sell out quickly! Don't pass by this opportunity to experience one of Paso Robles finest wineries. We look forward to meeting you! Open Friday - Monday 11 a.m. - 5 p.m. 2995 Pleasant Road, San Miguel, CA 93451. 805.467.WINE. E-mail: steve@silverhorse.com. www.silverhorse.com

STACKED STONE CELLARS

A family owned westside vineyard nestled among the rolling hills of Peachy Canyon. Our vineyard is dry-farmed and head-pruned, and we cultivate and harvest by hand to produce low yields of highly concentrated Zinfandel grapes. Stacked Stone Cellars also produces a Rosé, Rhône blends, Bordeaux blends, Petite Sirah and Port. Open Friday - Saturday 11 a.m. - 5 p.m.; Sunday 12 - 5 p.m.; weekdays by appointment. 1525 Peachy Canyon Road, Paso Robles, CA 93446. 805.238.7872. E-mail: donald@stackedstone.com. www.stackedstone.com

STILL WATERS VINEYARDS

Enjoy spectacular views from our small, family-owned winery and tasting room surrounded by 100-year olive groves and gardens. Taste hand-crafted, award-winning estate Bordeaux and Rhône wines. Bring a picnic and savor estate olive oil and wines while overlooking the vineyard. Guided tours of gardens, olive grove and winery available. Open Thursday - Monday 11 a.m. - 5 p.m. 2750 Old Stage Lane, Paso Robles, CA 93446. 805.237.9241. E-mail: winery@stillwatersvineyards.com. www.stillwatersvineyards.com

SUMMERWOOD WINERY

Visit our exclusive westside winery. While we produce critically acclaimed premium wines, our hand-crafted Pacific Rim-style wines are only available from the winery and include Viognier, Syrah, GSM, Rosé, Cabernet Sauvignon, Sangiovese and Port. Enjoy our gardens, or visit our wine room and deck. April - October 10 a.m. - 5 p.m. and November - March 10 a.m. - 4:30 p.m. One mile west of Highway 101 on Highway 46 West. 2175 Arbor Road, Paso Robles, CA 93446. 805.239.1985. E-mail: info@summerwoodwinery.com. www.summerwoodwinery.com

SYLVESTER VINEYARDS & WINERY

We offer warm hospitality and hand-crafted wines. Reserve lots and ports are produced in small amounts. Gourmet cheese pairing offered daily. Tours on weekends at 1 p.m. The tasting room doubles as a gourmet food shop, housing a large selection of gourmet meats and cheeses and many unique gift items. Explore our park and train cars! Open winter 11 a.m. – 5 p.m.; summer 11 a.m. – 6 p.m. 5115 Buena Vista Drive, Paso Robles, CA 93446. 805.227.4000. E-mail: info@sylvesterwinery.com. www.sylvesterwinery.com

TABLAS CREEK VINEYARD

Founded by the Perrin family of Château de Beaucastel and importer Robert Haas, Tablas Creek produces estate-grown Rhône varietals and Châteauneuf-style blends from Syrah, Mourvèdre, Grenache, Viognier and Roussanne. Daily tours explore the grapevine nursery, organic vineyard and winery dedicated to the expression of place. Open daily 10 a.m. - 5 p.m. 9339 Adelaida Road, Paso Robles, CA 93446. 805.237.1231. E-mail: info@tablascreek.com. www.tablascreek.com

TERRY HOAGE VINEYARDS

Terry Hoage Vineyards and boutique winery is located in the western hills of Paso Robles. We focus exclusively on Rhône varietals. Our special climate, terroir, fastidious farming practices and low yields produce exceptional fruit that is forward and focused. Our winemaking approach is to produce minimally processed wines. Open event weekends 11 a.m. - 4 p.m.; staffed 10 a.m. – 5 p.m. Friday – Sunday for appointment. 870 Arbor Road, Paso Robles, CA 93446. 805.238.2083. E-mail: jennifer@terryhoagevineyards.com. www.terryhoagevineyards.com.

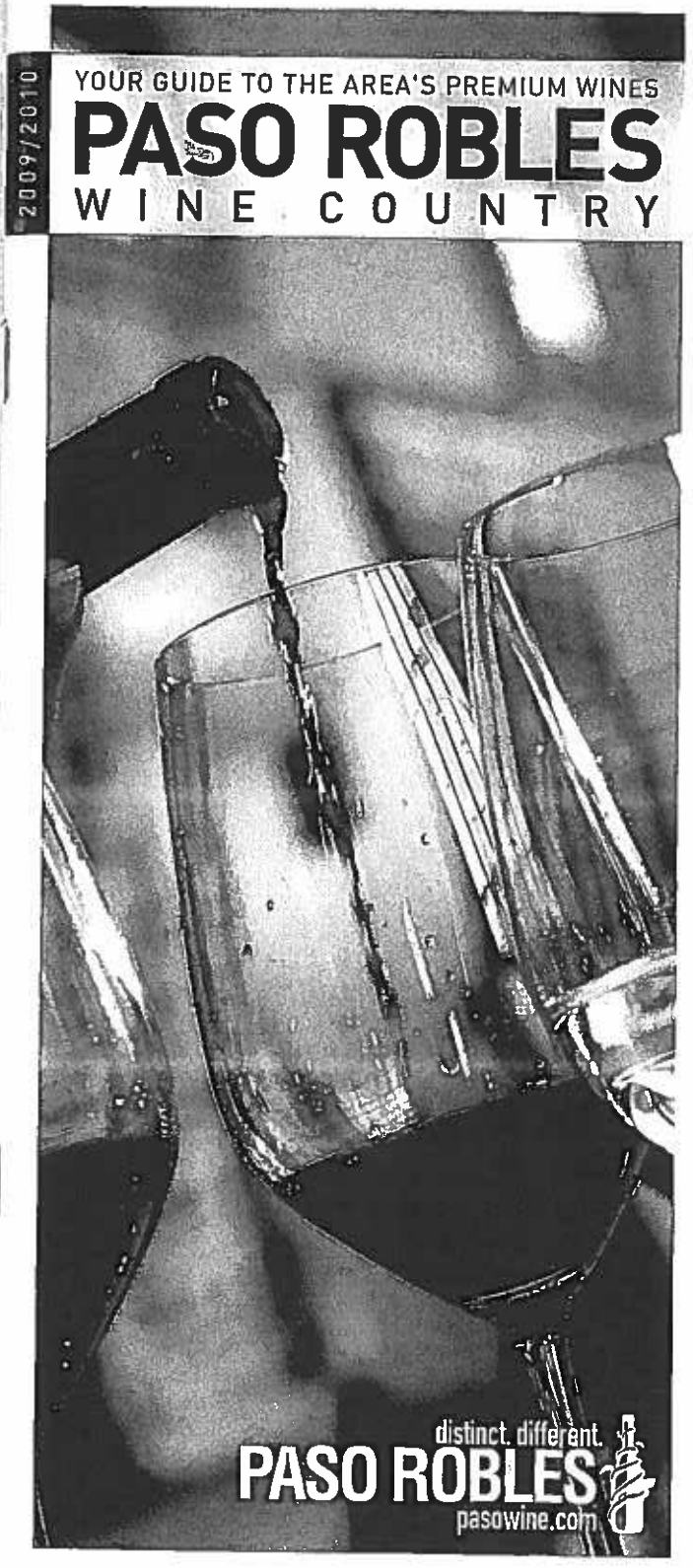
Disclaimer: Terry Hoage Vineyards is not affiliated with Hogue® wines or The Hogue Cellars®.

THACHER WINERY

Thacher Winery is a small, family run boutique winery. Our new home is located next to the old Kentucky Ranch barn in the Adelaida Hills of westside Paso Robles. Construction of the tasting room and winery is underway and our anticipated opening is summer 2008. Please check our Web site often for current details. Open Friday - Sunday 11 a.m. - 5 p.m. 8355 Vineyard Drive, Paso Robles, CA 93446. 805.237.0087. E-mail: info@thacherwinery.com. www.thacherwinery.com

THUNDERBOLT WINERY

Breathtaking panoramic views greet our guests. Drop by for our tasting room and experience Paso Robles winemaking history while tasting our award-winning wines expertly paired to appetizers and fresh baked French bread. Open daily 11 a.m. - 5 p.m. and by appointment. Located 3/4 mile up Adelaida Road from Vine Street on the west side. 2740 Hidden Mountain Road, Paso Robles, CA 93446. 805.239.1787. E-mail: info@thunderboltwine.com. www.thunderboltwine.com


2009/2010
YOUR GUIDE TO THE AREA'S PREMIUM WINES
PASO ROBLES
WINE COUNTRY
distinct. different.
PASO ROBLES
pasowine.com

TERRY HOAGE VINEYARDS

We are a small boutique winery focusing exclusively on Rhône varietals. Located in the western hills of Paso Robles, our special climate, terroir, fastidious farming practices and low yields produce exceptional fruit. Our winemaking approach is to create minimally processed wines that are fruit forward and focused. Staffed for appointments 11 a.m. - 4 p.m. Friday - Sunday. 870 Arbor Road, Paso Robles, CA 93446. 805.238.2083. E-mail: jennifer@terryhoagevineyards.com. www.terryhoagevineyards.com

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THACHER WINERY

Thacher Winery is a family-run winery in the Adelaida Hills of westside Paso Robles. Our boutique winery produce less than 2,000 cases annually of award-winning Paso Robles Zinfandel and Viognier as well as Monterey County Syrah. Plan a visit to the ranch and taste for yourself. We love it here and are sure you will too. Open 11 a.m. - 5 p.m. Friday - Sunday. 8355 Vineyard Drive. Paso Robles, CA 93446. 805.237.0087. E-mail: info@thacherwinery.com. www.thacherwinery.com

THUNDERBOLT WINERY

Spectacular views greet you, drive down to our quaint tasting room where we proudly offer wines crafted to be enjoyed with specific foods in mind. The affinity between wine and food is magnified to bring the best out of every meal. The wines are a true expression of their terroir. Have an educational and fun wine tasting! 11 a.m. - 5 p.m. Friday - Sunday and by appointment. 2740 Hidden Mountain Road, Paso Robles, CA 93446. 805.226.9907. E-mail: sales@thunderboltwinery.com. www.thunderboltwinery.com

TOBIN JAMES CELLARS

It's all true! Belly up to our grand 140 year-old bar and taste "Paso Robles in a Glass" award-winning wines. Tobin James crafts intense fruit driven wines: Zinfandels, Cabernet Sauvignons, Syrahs, Chardonnays, Merlots, velvety "Liquid Love" Dessert Zinfandel and many others. Bring your picnic. Join the legendary James Gang! Open daily 10 a.m. - 6 p.m. Located on Highway 46 East, nine miles east of Highway 101 at 8950 Union Road, Paso Robles, CA 93446. 805.239.2204. E-mail: information@tobinjames.com. www.tobinjames.com

TOLO CELLARS

Experience the bold character of wine fermented on wild yeast. Winemaker Josh Gibson crafts small lots of wines from grapes grown in ideally situated hillside vineyards west of Paso Robles. The tasting room and gift shop, located in a historic red farmhouse, offers a unique collection of Provencal linens, pottery and tableware. Open 11 a.m. - 5 p.m. Friday - Monday. 9750 Adelaida Road, 1A. Paso Robles, CA 93446. E-mail: josh@tolocellars.com. www.tolocellars.com

TOLOSA WINERY

Located in the Edna Valley, South of Paso Robles, Tolosa has focused on producing estate Pinot Noir and Chardonnay since 1998. Recently we have expanded into the northern parts of our county to add Bordeaux varietals to our array of wines. Visit our tasting room where we offer tours and wine and cheese pairings. Open daily 11 a.m. - 5 p.m. 4910 Edna Road, San Luis Obispo, CA 93401. 805.782.0500. E-mail: info@tolosawinery.com. www.tolosawinery.com

TOLOSA

TREANA WINERY

After years of flying under the radar of tasting room enthusiasts, we have opened our barrel room to showcase our handcrafted wines. The tasting room, a striking modern take on a rustic barrel room, offers stunning views of the Hope Family Vineyard. Located just off Highway 46 West, come and enjoy Treana and Austin Hope wines. Open 10 a.m. - 4 p.m. Friday and Saturday. 1585 Live Oak Road, Paso Robles, CA 93446. 805.238.4112. E-mail: tastingroom@hfwines.com. www.treana.com

TURLEY WINE CELLARS

Old Vine Zinfandel. Need we say more? Open daily 9 a.m. - 5 p.m. 2900 Vineyard Drive, Templeton, CA 93465. 805.434.1030. E-mail: tasting@turleywinecellars.com. www.turleywinecellars.com

TURLEY

VENTEUX VINEYARDS

Venteux Vineyards is suitably named as this exceptional estate is perfectly sited in the renowned "windy" Templeton Gap. The dry-farmed, head-trained vines are planted exclusivley to Rhône varietals. From soil to bottle, our organic hands-on approach allows us to uphold the highest level of care in the winemaking process. Open 10 a.m. - 5 p.m. Friday - Sunday or by appointment. 1795 Las Tablas Road, Templeton, CA 93465. 805.369.0127. E-mail: bobbi@venteuxvineyards.com. Www.venteuxvineyards.com

VICTOR HUGO WINERY

By appointment ensures wine tasting with the winery owners. Estate vineyards surround our small family owned and operated winery in a renovated 100 year-old redwood barn in Templeton. Victor Hugo produces award-winning wines focusing on intense handcrafted reds, including Petite Sirah and Opulence. All calls returned. Open by appointment only and special event weekends. 2850 El Pomar Drive, Templeton, CA 93465. 805.434.1128. E-mail: sales@victorhugowinery.com. www.victorhugowinery.com

2010/2011

YOUR GUIDE TO THE AREA'S PREMIUM WINES

PASO ROBLES
WINE COUNTRY

SYLVESTER VINEYARDS & WINERY

Warm hospitality * Free tasting * Gourmet cheese or chocolate pairing $10 * Tasting room exclusive reserve wines * Tours available * Large gift shop with incredible gourmet food selection * Fresh baked baguettes * Panini sandwiches * Large picnic grounds with pond and amphitheater * 1947 Pullman train exhibit * Wedding venue. Open Daily 11 a.m. - 5 p.m. winter; 11 a.m. - 6 p.m. summer. 5115 Buena Vista Drive, Paso Robles, CA 93446. 805.227.4000. E-mail: info@sylvesterwinery.com. **www.sylvesterwinery.com**

TABLAS CREEK VINEYARD

Founded by the Perrin family of Château de Beaucastel and importer Robert Haas, Tablas Creek produces estate grown Rhône varietals and Châteauneuf-style blends from Syrah, Mourvèdre, Grenache, Viognier and Roussanne. Daily tours at 10:30 a.m. and 2 p.m. explore the grapevine nursery, organic vineyard and winery dedicated to the expression of place. Tour reservations required. Open Daily 10 a.m. - 5 p.m. 9339 Adelaida Road, Paso Robles, CA 93446. 805.237.1231. E-mail: visit@tablascreek.com. **www.tablascreek.com**

TERRY HOAGE VINEYARDS

See why Parker said, "This is the kind of wine the Central Coast should be producing more ..." Located in Paso's western hills, our climate, terroir, organic farming practices and low yields, produce outstanding fruit and Rhône wines of superior quality. Please stop by to experience our exquisite wines and amazing views. Open 11 a.m. - 4 p.m. Friday - Sunday. 870 Arbor Road, Paso Robles, CA 93446. 805.238.2083. E-mail: info@terryhoagevineyards.com. **www.terryhoagevineyards.com**

Disclaimer: Terry Hoage Vineyards is not affiliated with Hogue wines® or The Hogue Cellars®.

THACHER WINERY

Thacher Winery is a family-run, boutique winery in the Adelaida Hills of westside Paso Robles. Currently released varietals include Zinfandel and Rhône blends from Paso Robles and Syrah from Monterey County. Production is only 1,800 cases. Come taste with us, we are pouring! Open 11 a.m. - 5 p.m. Friday - Sunday and by appointment. 8355 Vineyard Drive, Paso Robles, CA 93446. 805.237.0087. E-mail: info@thacherwinery.com. **www.thacherwinery.com**

THUNDERBOLT WINERY

Spectacular views greet you, drive down to our quaint tasting room where we offer wines crafted to be enjoyed with specific foods in mind. The affinity between wine and food is magnified to bring the best out of every meal. The wines are a true expression of their terroir. Bring your picnic basket! Open 11 a.m. - 5 p.m. Friday - Sunday and by appointment. 2740 Hidden Mountain Road, Paso Robles, CA 93446. 805.226.9907. E-mail: sales@thunderboltwinery.com. **www.thunderboltwinery.com**

TOBIN JAMES CELLARS

Belly up to our grand 140-year-old bar and taste "Paso Robles in a Glass" award-winning wines. For over 20 years, Tobin James has crafted intense, fruit driven wines - Zinfandels, Cabernet Sauvignons, Syrahs, Merlots, Chardonnays, "Liquid Love" Dessert Zinfandel and many others. Picnic in our unique awe-inspiring wine grotto. Open Daily 10 a.m. - 6 p.m.; only closed Christmas Day. 8950 Union Road, 9 miles east of Highway 101 on Highway 46 East, Paso Robles, CA 93446. 805.239.2204. E-mail: info@tobinjames.com. **www.tobinjames.com**

TREANA WINERY

The Treana tasting cellar is a modern take on a rustic barrel room. We offer samples of our renowned blends along with our stunning views of the Hope Family Vineyard. Located just off of Highway 46 West, come and enjoy the latest vintages of Treana and Austin Hope wines. Open 10 a.m. - 4 p.m. Friday & Saturday. 1585 Live Oak Road, Paso Robles, CA 93446. E-mail: tastingroom@hfwines.com. **www.hopefamilywines.com**

TURLEY WINE CELLARS

Old Vine Zinfandel. Need we say more? Open Daily 9 a.m. - 5 p.m. 2900 Vineyard Drive, Templeton, CA 93465. 805.434.1030. E-mail: tasting@turleywinecellars.com. **www.turleywinecellars.com**

VENTEUX VINEYARDS

From soil to bottle, our hands-on approach allows us to uphold the highest level of care to create world-class estate Petite Syrah and Syrah, as well as intriguing blends and single varietals. Enjoy the rustic elegance of our tasting room, winery and vineyards. Family owned and operated. Complimentary tasting. Pet friendly. Open 10 a.m. - 5 p.m. Friday - Sunday and by appointment. 1795 Las Tablas Road, Templeton, CA 93465. 805.369.0127. E-mail: bobbi@venteuxvineyards.com. **www.venteuxvineyards.com**

VERIS CELLARS - HOME OF JANKRIS & BEN HOGAN WINES

Veris Cellars is the home of JanKris & Ben Hogan Wines. Handcrafted from our estate vineyards, each wine is a classic example of the varieties for which Paso Robles is renowned. Look for the release of our "Reserve" Nova Vita brand. Visit our historic Victorian tasting room to enjoy fine wines, friendly ambiance and stunning views. Open Daily 11 a.m. - 5 p.m.; 11 a.m. - 6 p.m. May - September. 1266 North Bethel Road, Templeton, CA 93465. 805.434.0319. E-mail: info@veriscellars.com. **www.veriscellars.com**

approval process.

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STANGER

Eastside - Enjoy 360-degree views of vineyards, farming and cattle from our small, "Old World"-style tasting room. Experience the ultra premium STANGER reputation when tasting through our selection of reserve wines and other STANGER wines. Ask about our "Barrel Program" and Wine Club membership. Open 11 a.m. - 5 p.m. Friday - Sunday or by appointment. 5225 Highway 41 (at Creston Road), Paso Robles, CA 93446. 805.238.4777. E-mail: roger@stangervineyards.com. **www.stangervineyards.com**

STANGER

Westside - Enjoy STANGER Library Reserve wines at Poalillo. This is a must on any wine tasting "to do" list. Owners or winemakers are frequently there to meet and greet visitors. Also, use the patio serenity for a glass of wine amongst the vines. Open Daily at 11 a.m. 7970 Vineyard Drive, Paso Robles, CA 93446. 805.238.0621. E-mail: stanger@poalillovineyards.com. **www.stangervineyards.com**

STARR RANCH VINEYARD & WINERY

Meander the crooked road to the secluded winery, where the adjacent vineyard basks on slopes of the Adelaida Hills, backed by the Santa Lucia Range. From the vineyard, our raison d'être, we retain the pick of the crop for our winemaking artistry of small lots of Bordeaux, Rhônes and Tempranillo. A treat for all your senses. Open 11 a.m. - 5 p.m. Festival weekends, occasional other weekends and by appointment. 9320 Chimney Rock Road, Paso Robles, CA 93446. 805.227.0144. E-mail: judy@starr-ranch.com. **www.starr-ranch.com**

STEINBECK VINEYARDS & WINERY

Six generations of history and passion for the future are expressed in our rustic tasting room. Small production Cabernet, Zinfandel, Petite Sirah, Viognier, The Crash and Voice are crafted by Steve Glossner from our estate vineyards. Take a crash course from Paso's vineyard education specialists. Open 11 a.m. - 5 p.m. Friday - Sunday or by appointment. 5940 Union Road, Paso Robles, CA 93446. 805.238.1854. E-mail: cindyn@steinbeckwines.com. **www.steinbeckwines.com**

STILL WATERS VINEYARDS

Enjoy spectacular views from our small, family-owned winery and tasting room surrounded by 100-year-old olive groves and gardens. Taste handcrafted, award-winning estate Bordeaux and Rhône wines. Bring a picnic and savor estate olive oil and wines, while overlooking the vineyard. Open 11 a.m. - 5 p.m. Thursday - Monday. 2750 Old Grove Lane, Paso Robles, CA 93446. 805.237.9231. E-mail: winery@stillwatersvineyards.com. **www.stillwatersvineyards.com**

SUMMERWOOD WINERY

Visit our exclusive westside boutique winery. Our acclaimed winemaker makes limited lots of handcrafted, ultra, premium wines. Enjoy a picnic on the beautiful grounds, or stay at our nine guest room inn. Wines include Syrah, Cabernet Sauvignon, Viognier, GSM, Port and our popular proprietary blends, Diosa and Sentio. Open Daily 10 a.m. - 6 p.m. 2175 Arbor Road, Paso Robles, CA 93446. 805.227.1365. E-mail: info@summerwoodwine.com. **www.summerwoodwine.com**

TABLAS CREEK VINEYARD

Founded by the Perrin family of Chateau de Beaucastel and importer Robert Haas, Tablas Creek is Paso Robles' Rhône pioneer, dedicated to organically-farmed estate Rhône varietal wines and Châteauneuf-style blends from Mourvèdre, Grenache, Syrah, Roussanne and Viognier. Daily tours (reservations required) at 10:30 a.m. and 2 p.m. Open Daily 10 a.m. - 5 p.m. 9339 Adelaida Road, Paso Robles, CA 93446. 805.237.1231. E-mail: info@tablascreek.com. **www.tablascreek.com**

TASSAJARA CELLARS

Located in the barrel room at Silver Horse Winery. Chardonnay, Pinot Noir, Grenache Blanc and Rhône reds handcrafted by renowned winemaker Craig Reed. Open 11 a.m. - 5 p.m. Friday - Sunday or by appointment. 2995 Pleasant Road, San Miguel, CA 93451. 805.610.3651. E-mail: craig@tassajaracellars.com. **www.tassajaracellars.com**

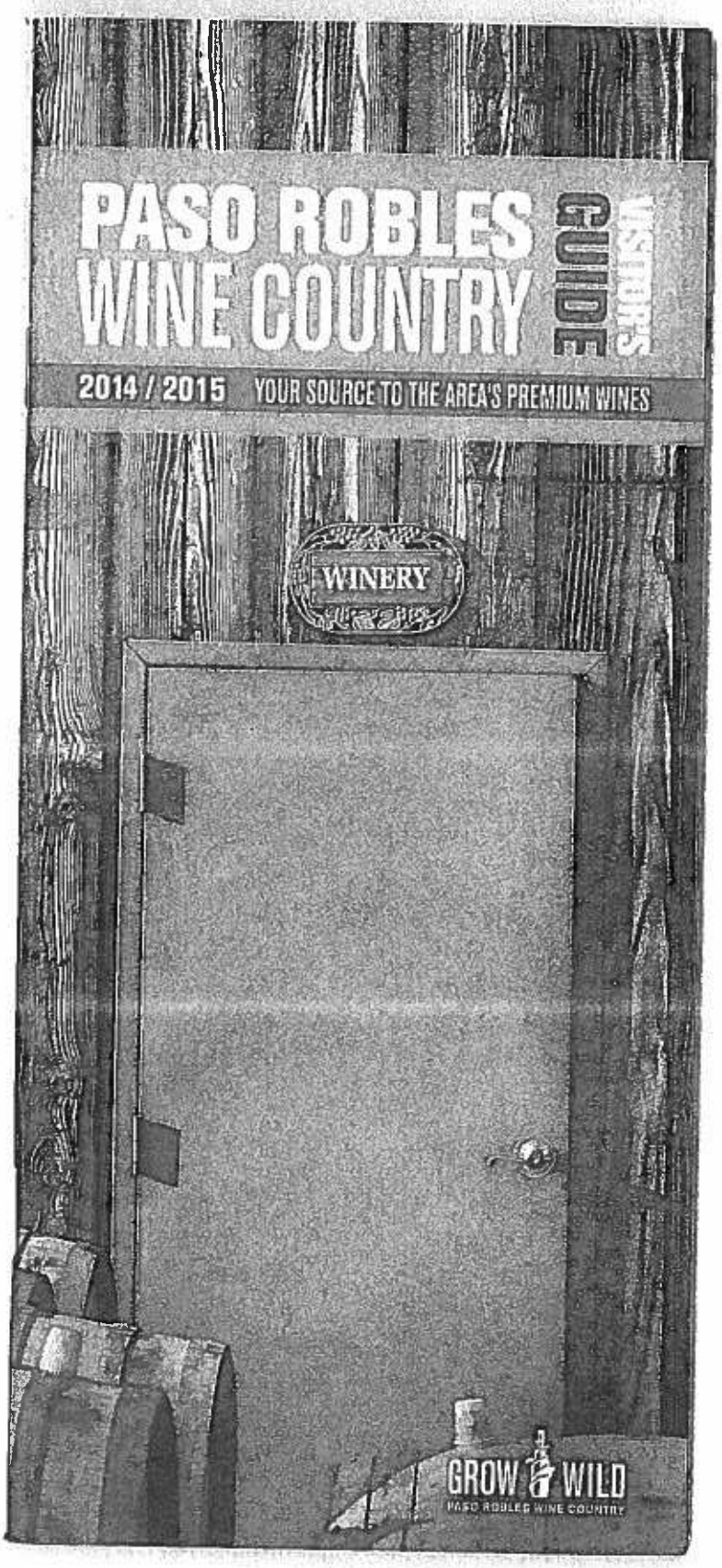
TERRY HOAGE VINEYARDS

Dedicated to the production of superior Rhône varietal wines from our organically-farmed estate in the western hills of Paso Robles. Visit our tasting room and find out why Wine Spectator has named Terry Hoage a top new producer and why Parker said, "This is the kind of wine the Central Coast should be producing more..." Staffed 11 a.m. - 4 p.m. Friday - Sunday. 870 Arbor Road, Paso Robles, CA 93446. 805.238.2083. E-mail: info@terryhoagevineyards.com. **www.terryhoagevineyards.com**

Disclaimer: Terry Hoage Vineyards is not affiliated with Hogue wines® or The Hogue Cellars®.

THACHER WINERY

Thacher produces Zinfandel and Rhône blends at the family owned and operated winery. With only an annual production of 1,800 cases, the tasting room is the perfect venue to taste the handcrafted wines and have a picnic at the historic Kentucky Ranch. Open 11 a.m. - 5 p.m. Friday - Monday. 8355 Vineyard Drive, Paso Robles, CA 93446. 805.237.9987. E-mail: info@thacherwinery.com. **www.thacherwinery.com**


PASO ROBLES
WINE COUNTRY
VISITORS GUIDE
2014 / 2015 YOUR SOURCE TO THE AREA'S PREMIUM WINES
WINERY
GROW WILD
PASO ROBLES WINE COUNTRY

STILL WATERS VINEYARDS

An OASIS like no other! Our tasting room is located on a hill overlooking our 60-acre certified sustainable vineyard. Taste or picnic outside surrounded by our 100-year old olive groves and two acres of fountains, gardens and flowers. Enjoy 16 varietals of estate Bordeaux and Rhône wines. Fresh olive oil, organic vegetables and eggs. Open Thursday - Monday 11 a.m. - 5 p.m. 2750 Old Grove Lane, Paso Robles. 805.237.9231. Email: winery@stillwatersvineyards.com. www.stillwatersvineyards.com

SUMMERWOOD WINERY

Discover SummerWood – at the gateway to westside Paso Robles, where artisan wines and farm-fresh cuisine meet in one perfect destination! Enjoy a taste of our limited production American Rhône and Bordeaux wines, a picnic, cooking class or indulge in a stay at our nine-room luxury guest accommodations – The SummerWood Inn. Open Daily 10 a.m. - 6 p.m.; Winter: Sunday - Thursday 10 a.m. - 5 p.m.; Friday - Saturday 10 a.m. - 6 p.m. 2175 Arbor Road, Paso Robles. 805.227.1365. Email: info@summerwoodwine.com. www.summerwoodwine.com

TABLAS CREEK VINEYARD

Founded by the Perrins of Château de Beaucastel and importer Robert Haas, Tablas Creek's estate grown Rhône varieties and Rhône-style blends feature Syrah, Grenache, Mourvèdre, Viognier and Roussanne. Enjoy a unique tour (10:30 a.m. and 2 p.m. daily) which visits the organic vineyard, biodynamic animal stable, grafting shed and winery. Open Daily 10 a.m. - 5 p.m. 9339 Adelaida Road, Paso Robles. 805.237.1231. Email: info@tablascreek.com. www.tablascreek.com

TERRY HOAGE VINEYARDS

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TREANA AND HOPE FAMILY WINES

The Treana and Hope Family Wines Tasting Cellar is a modern take on a rustic barrel room. We offer samples of our regional blends, along with stunning views of the Hope Family Vineyard. Located just off of Highway 46 West, come and enjoy the latest vintages of Treana, Liberty School, Candor, Troublemaker and Austin Hope wines. Open Thursday - Monday 10 a.m. - 4 p.m. 1585 Live Oak Road, Paso Robles. 805.238.4112. Email: tastingroom@hfwines.com. www.hopefamilywines.com

TURLEY WINE CELLARS

Old Vine Zinfandel and Petite Syrah from some of the most historic vineyards in California. Open Daily 9 a.m. - 5 p.m. 2900 Vineyard Drive, Templeton. 805.434.1030. Email: tasting@turleywinecellars.com. www.turleywinecellars.com

VENTEUX VINEYARDS

Family owned and operated, Venteux Vineyards is a uniquely dry-farmed and head-trained estate specializing in red Rhône varietals and intriguing blends. Visit our 22-acre estate in the Templeton Gap, and experience our wines in the rustic elegance of our tasting room. Visit our website for charming lodging options. Open Daily 10 a.m. - 5 p.m. 1795 Las Tablas Road, Templeton. 805.369.0127. Email: info@venteuxvineyards.com. www.venteuxvineyards.com

VERIS CELLARS - HOME OF JANKRIS, BEN HOGAN & NOVA VITA WINES

Veris Cellars, located just off Highway 46 West, is home to three popular wine labels. Featured in the tasting room are the JanKris Wines and sparkling wine. Ben Hogan and Nova Vita are labels that boast big flavor profiles and one of the prettiest views on the westside. Come by and see what big time hospitality means here. Open Daily 11 a.m. - 6 p.m. 1266 North Bethel Road, Templeton. 805.434.0319. Email: info@veriscellars.com. www.veriscellars.com

VICTOR HUGO WINERY

By appointment only does not mean we don't want wine tasters. A small family owned and operated winery in a renovated 100-year old redwood barn in Templeton, Victor Hugo produces award-winning wines focusing on intense handcrafted reds including Petite Sirah and Opulence. Call and speak with the owners, all calls are returned. Open by appointment. 2850 El Pomar Drive, Templeton. 805.434.1128. Email: sales@victorhugowinery.com. www.victorhugowinery.com

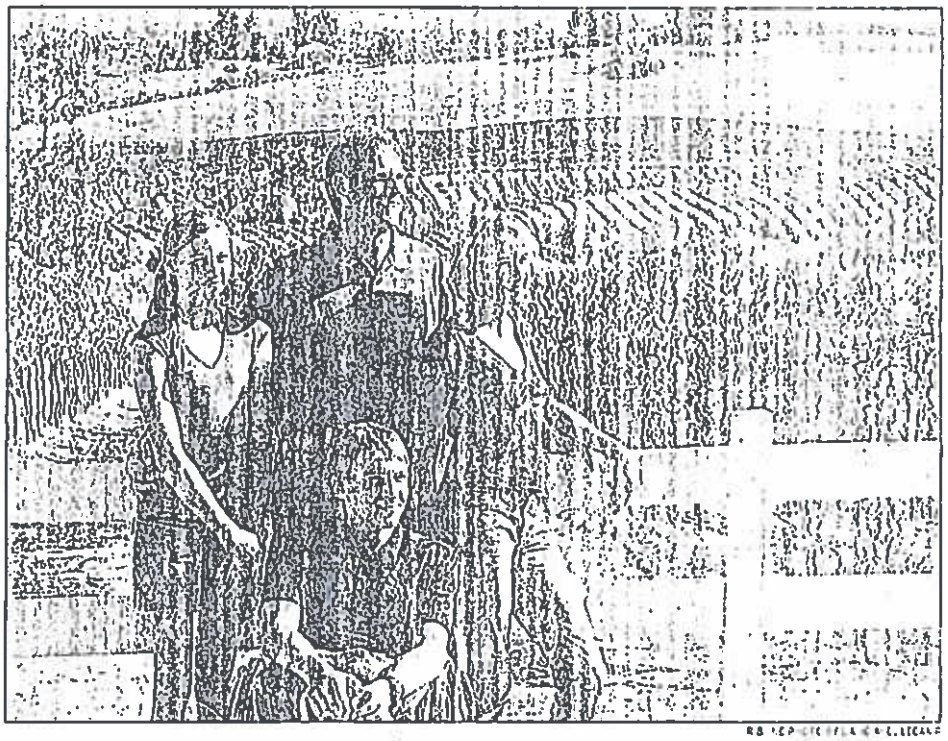
Your kids, your friends, your life

NORTH COUNTY LIFE

Serving Atascadero, Paso Robles, Templeton, Santa Margarita, Creston, Shandon and San Miguel

SanLuisObispo.com Thursday, September [illegible], 2004

Paso Robles: Rolling hills are a winemaker's dream



After a 13-year football career, Terry Hoage settled in Templeton with his family. The 42-year-old has since taken up winemaking. He is pictured with his daughter, Natalie, 13, wife Jennifer and son Christopher, 15, at their Paso vineyard.

From the gridiron to the vineyard

By Nick Wilson
The Tribune

With a little coaching, former pro football player Terry Hoage got off to a good start in the wine business; now he has plans to bulk up production

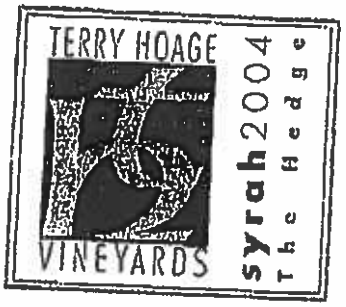
On first blush, there might not appear to be many similarities be-

picked up. He was also amazed they were willing to share their knowledge. One advised him to hire Smith who has gained recognition

EXHIBIT 24
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

238-2011

SYRAH
New Releases



1. **2004 Terry Hoage Vineyards**, "The Hedge," Paso Robles ($45) – Medium-dark purplish ruby color; attractive, forward, rich, plummy, blueberry and blackberry fruit aroma with a hint of sassafras and overtones of sweet oak; full body; forward, rich, lush, ripe black cherry and blackberry fruit flavors with good depth and a full mouthfeel; full, relatively soft tannin; slightly harsh on the finish; lingering aftertaste. Delicious to drink now. Very highly recommended. Released last year and still in some wine stores, Their 2005 bottling has recently been released. *15.8% alcohol; 450 cases; 100% Syrah; released June 2006.* (Group Score: 16.5 of 20 points, 5 of 12 first-place votes/2 seconds/1 third; My Score: 17 [90 of 100 points], second place)

2. **2004 Shafer**, "Relentless," Napa Valley ($65) – Medium-dark purplish ruby; attractive, big, forward, rich, intense, spicy, cedary, blackberry fruit aroma with notes of vanilla, dill, and black pepper; full body; big, rich, intense, concentrated, very ripe blackberry fruit flavors with good depth and overtones of creamy oak; full tannin; lingering aftertaste. Approachable now and also showing good aging potential. Very highly recommended. *14.9% alcohol; 3,000 cases; blended with 20% Petite Sirah (PS); released August 2007.* (Group Score: 16.4, 1/5/1; My Score: 17 [91/100], first place)

3. **2005 Penner-Ash**, Oregon ($32) – Medium to medium-dark ruby; attractive, forward, rich, plummy, floral, slightly stemmy, ripe cherry and dark berry fruit aroma with hints of coffee and black pepper; full body; big, dense, concentrated, highly extracted, raspberry and blackberry fruit flavors with a plush, supple mouthfeel; well balanced and structured; full, soft tannin; lingering aftertaste. Highly recommended. *15.2% alcohol; 450 cases; blended with 2% Viognier; released September 2007.* (Group Score: 16.1, 4/1/0; My Score: 16.5 [89/100], fourth place)

4. **2005 Frei Brothers**, "Reserve," Russian River Valley ($24) – Medium-dark ruby; attractive, herbal, tarrish, blackberry fruit aroma with a hint of cassis; medium-full to full body; rich, tarrish, concentrated, textured, black cherry fruit flavors with a note of white pepper; firmly structured; medium-full to full tannin; lingering aftertaste. Highly recommended. *14.1% alcohol; 4,000 cases; blended with 2% Viognier; released Fall 2007.* (Group Score: 15.9, 2/0/2; My Score: 16.5 [88/100], seventh place)

5. **2005 Radio-Coteau**, "Las Colinas," Sonoma Coast ($38) Medium to medium-dark purplish ruby; attractive, fragrant, spicy, smoky, blueberry and blackberry fruit aroma with notes of vanilla, white pepper, and toasty oak; full body; forward, rich, toasty, well structured, ripe blackberry fruit flavors; full tannin; astringent and drying on the finish; lingering aftertaste. Could use several more years of bottle aging. Highly recommended. *14.6% alcohol; 680 cases; 100% Syrah; released March 2007.* (Group Score: 15.7, 0/2/1; My Score: 16.5 [89/100], fifth place)

6. **2004 Bishop's Peak**, Edna Valley ($16) – Medium to medium-dark ruby; attractive, smoky, cedary, toasty, black cherry and blackberry fruit aroma with hints of leather and black pepper; full body; herbal, plummy, rounded, black cherry and blackberry fruit flavors; full tannin; lingering aftertaste. Drinkable now as it developed and improved with airing in the glass. Highly recommended. Bishop Peak is the second label of Talley Vineyards. *14.5% alcohol; 1,866 cases; 100% Syrah; released September 2006.* (Group Score: 15.7, 0/1/1; My Score: 16.5 [87/100], ninth place)

7. **2005 Radio-Coteau**, "Timbervine," Russian River Valley ($48) – Medium to medium-dark purplish ruby; attractive, forward, intense, smoky, peppery, blueberry and blackberry jam aroma; full body; big, forward, concentrated, dark cherry and blackberry fruit flavors with hints of peppercorn, dark chocolate, and bell pepper; full tannin; lingering aftertaste. Needs a few more years of bottle aging. Highly recommended. *15.4% alcohol; 370 cases; 100% Syrah; released March 2007.* (Group Score: 15.6, 0/0/2; My Score: 16.5 [89/100], third place)

8. **2005 Caplan**, "Eaglepoint Ranch," Mendocino County ($35) – Medium ruby; attractive, forward, spicy, plummy, brambly, sweet candied cherry fruit aroma with hints of cinnamon, mint, and black pepper; full body; big, dense, concentrated, bell pepper and blackberry fruit flavors; full tannin; slightly bitter and harsh on the finish; lingering aftertaste. Highly recommended. *14.3% alcohol; 310 cases; 100% Syrah; released March 2007.* (Group Score: 15.6, 0/1/1; My Score: 16.5 [88/100], sixth place)

9. **2004 Valley of the Moon**, Sonoma County ($16) – Medium ruby; spicy, plummy, blackberry and black cherry fruit aroma with notes of vanilla, cinnamon, and black pepper; medium-full to full body; forward, rich, supple, plummy, spicy, ripe berry fruit flavors; medium-full tannin; lingering aftertaste. Easy to drink now. Highly recommended. *14.5% alcohol; 2,700 cases; blended with 2% Cabernet Sauvignon and 1% Barbera; released September 2007.* (Group Score: 15.5, 0/0/3; My Score: 16.5 [88/100], eighth place)

10. **2004 White Oak Vineyards & Winery**, Napa Valley ($26) – Medium ruby; pleasant, herbal, cherry fruit aroma; medium-full to full body; tight, herbal, cedary, cherry fruit flavors with overtones of creamy oak; full tannin; fades a bit on the finish; lingering aftertaste. Recommended. *14.2% alcohol; 3,066 cases; 100% Syrah; released September 2007.* (Group Score: 15.4, 0/0/0; My Score: 16 [84/100], tenth place)

11. **2004 Fife**, "Old Yokuya Rancho Vineyard," Mendocino ($24) – Medium to medium-dark ruby; herbal, cedary, cranberry and blackberry jam aroma with hints of mocha and black pepper; full body; tight, coarse, black cherry and blackberry fruit flavors with a slightly medicinal note; full tannin; mouth drying finish; lingering aftertaste. *14.4% alcohol; 300 cases; 100% Syrah; released October 2007.* (Group Score: 15.1, 0/0/0; My Score: 15.5 [79/100], eleventh place)

12. **2005 Waterstone**, Napa Valley ($22) – Medium ruby; cedary, leathery, dark berry fruit aroma with notes of bell

The Atlanta Journal-Constitution

ajc Sports

High school football

See Darryl Maxie's football picks (story D.10) and go online for more previews and Gwinnett predictions at ajc.com/highschool.

NTACT US: Ronnie Ramos, Sports editor / rramos@ajc.com / 404-526-5098

From playmaker

Former Georgia defensive back Terry Hoage and his wife, Jennifer, bottle a wine they've labeled "the Hedge" in their California vine[illegible]

to winemaker

Former Bulldogs great Hoage comes up with a toast to vintage years

ONY BARNHART
nhart@ajc.com

erry Hoage gave fans plenty easons to toast to the Dogs ng his All-America days in Hoage, the first of Dooley's ex-players to find his calling as a winemaker. "In all honesty, it started when Coach Dooley offered me the scholarship to Georgia. That was the begin-

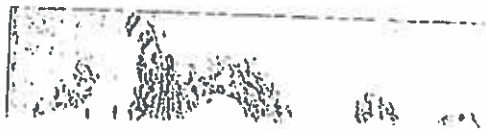


EXHIBIT 25
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

from playmaker

MICHAEL A. MARIANT / Associated Press

Former Georgia defensive back Terry Hoage and his wife, Jennifer, bottle a wine they've labeled "the Hedge" in their California vineyard.

to winemaker

Former Bulldogs great Hoage comes up with a toast to vintage years

BARNHART
t@ajc.com

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his All-America days in

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has created "The
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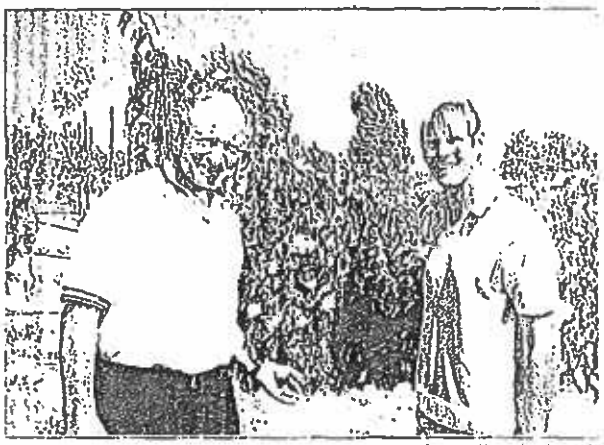
t all started for me," said

Hoage the first of Dooley's ex-players to find his calling as a winemaker. "In all honesty, it started when Coach Dooley offered me the scholarship to Georgia. That was the beginning of everything great that has happened to me.

"I know I wouldn't be where I am today if not for Georgia and Coach Dooley so it was only fitting to name the first wine in honor of him."

Now 42 with a wife, two children, three dogs and his own vineyard on the central coast of California in Paso Robles, Hoage will make the cross-country trip this weekend to unveil "The Hedge" between the hedges at Sanford Stadium, where fans remember him fondly.

➤ Please see HOAGE, D6



Courtesy University of Georgia

Ex-Georgia coach Vince Dooley visits Hoage at his former player's vineyard.

SEC FRIDAY: AUBURN'S BIG PLAY MAN, D6 ➤ ACC FRIDAY: REMEMBERING '54 TECH TEAM, D7

Hoage: Ex-player raises glass t

➤ Continued from D1

It wasn't supposed to be like this. A late addition to Georgia's famed recruiting class of 1980 which also included a kid named Herschel Walker, Hoage didn't expect to be much of a factor in Dooley's plans.

That was before the four All-America awards (two on the field, two more in the classroom), the No. 5 finish in the 1983 Heisman Trophy balloting, the 2000 induction into the College Football Hall of Fame and the 13-year career in the NFL.

So much for those plans to go to medical school.

"It's been an incredible journey," said Hoage, a fourth-round pick of the New Orleans Saints who moved to California after his last pro stop with the Arizona Cardinals. "I guess when you're going through it, you don't completely realize how special it is."

This weekend, he'll be back for homecoming to relive some of those memories and spend some quality time with Dooley. The coach has already been to California to visit his former star at his vineyard, which Hoage purchased in 2002 after befriending some people in the business and deciding to give winemaking a try himself.

"He majored in genetics at Georgia and has been able to use that knowledge in his work at the vineyard," said Dooley, who's had former players go on to become ministers, doctors, lawyers, even a few professional wrestlers — but never a winemaker.

"Terry was a very special player and a special student for Georgia. He's the kind of person who made coaching very special. I am honored that he would remember me in this way."

It's only fitting that Georgia will be playing Vanderbilt on Hoage's return trip to campus. Because on Oct. 15, 1983, at Vanderbilt, Hoage made one of the legendary plays of his college career.

Trailing 20-13, Vanderbilt had the ball on Georgia's 31-yard line in the closing seconds. Commodores quarterback Kurt Page, who threw for 303 yards that day, scrambled and appeared to have an open receiver in the back corner of the end zone. But Hoage, who had slipped down while trying to cover the receiver, got to his feet, backpedaled into the end zone and then jumped as high as he could, tipping the ball away and preserving the Georgia victory.

It was after that game that [illegible]

[illegible] / AJC staff file

Terry Hoage is in the Academic All-America Hall of Fame after being a standout student as a genetics major at Georgia. He uses for his training in his vineyard, which he bought in 2002.

THE HOAGE FILE

University of Georgia

Dooley on Hoage: "The best defensive player I've ever coached . . . perhaps the best I've ever seen."

➤ Born: April 11, 1962 in Ames, Iowa.

➤ Occupation: Owner, Hoage Vineyards, Paso Robles, Calif.

➤ As a player: Two-time All-America defen[illegible]

[illegible] named to the College Football Hall of Fame, 2000.

➤ Personal: Wife Jennifer, children Cyrus (15) and Natalie (12).

➤ How to order the [illegible]

...h, 1983 Heisman Trophy-winning 2000 inductee to the College Football Hall ... former Philadelphia Eagles ... NFL.

So much for the pros ... some local color.

"It's been a ... ," said Hoage, a former ... of the pack of the New Orleans Saints who moved to Calhoun after his playing days with the Atlanta Falcons ... "... when you're playing football, you don't completely realize how special it is."

This weekend he'll be back ... hen greeting to old ... those ... people and spend some quality time with Dooley. The coach has visited ... been a California resident ... former star at the vineyard ... which Hoage purchased in 2002 after ... attending some people in the business and deciding to get ... making a ... himself.

"He majored in ... at Georgia and has been able to use that ... knowledge ... at the vineyard," said Dooley, who's had former players go into ... economics, doctors, lawyers, ... a few professional ... but never a winemaker.

"Terry was ... a very special player and a special talent at Georgia. He's the ... person who has ... amazing ... ," said Dooley, who moved ... but would ... be more ... this one."

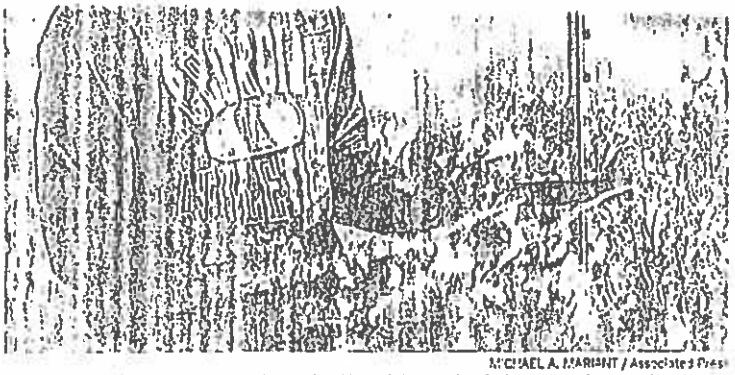
It's only fitting that Georgia will be playing Vanderbilt on ... Jones's return visit to campus ... Saturday ... Oct. 15, '94" ... Vanderbilt, Hoage ... is one of the ... players ... killing cane.

Trailing 20-13, Vince ... had the ball on Georgia's 31-yard ... on the closing ... seconds. Cunningham ... quarterback ... Pozzo to ... for 39 yards ... by ... and ... pass to ... receiver in the ... corner of the end zone. ... Hoage, who had stepped ... after ... to cover the receiver, ... feet, ... into the end zone and then ... his ... to ... the ball away ... preserving the Georgia victory.

"It was after that game that Dooley called Hoage ... the best defensive player ... ever coached, but perhaps the best I've ever seen."

"It really ... one of my favorite memories because I just remember ... the crowd and my ... was wide open," said Hoage, who ... the game ... a coach of ... "... I ... and saw the ball coming ... I got any of the football, I wasn't very much. I just remember ... landing on my back and being grateful that ... didn't let my team down. I ... more than anything else."

Hoage's ... at Georgia (1980-1983) would be ... successful ... with 453 ... in Bulldogs football history. Only ... Herschel Walker has ... been able to ... every ... that a ... player ... is to All-...



MICHAEL A. MARIANT / Associated Press

Terry Hoage is in the Academic All-America Hall of Fame after being a standout student as a genetics major at Georgia. He uses for his training in his vineyard, which he bought in 2002.

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➤ Ker... Clarke... Flanke...

➤ Ton... Savan... Offens...

➤ Hor... engin... Detro... Runn...

➤ Ma... sive li... Texas ... Offens...

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THE HOAGE FILE

University of Georgia

Dooley on Hoage: "The best defensive player I've ever coached . . . perhaps the best I've ever seen."

➤ Born: April 11, 1962 in Ames, Iowa.

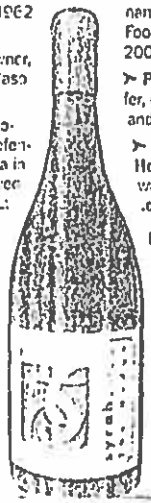
➤ Occupation: Owner, Hoage Vineyards, Paso Robles, Calif.

➤ As a player: Two-time All-America defensive back at Georgia in 1982 and '83; Played 13 years in the NFL; led the nation with 12 interceptions during the 1982 season.

➤ Honors: Finished fifth in the Heisman Trophy vote in 1983; two-time Academic All-America (3.71 GPA in genetics); named to the College Football Hall of Fame, 2000.

➤ Personal: Wife Jennifer, children Chris (15) and Natalie (13).

➤ How to order The Hodge: Go to www.hoageyvineyards.com



MEET TERRY HOAGE

Terry Hoage will be signing copies of the new book, "What It Means To Be A Bulldog," from 10 a.m. until noon on Saturday at the University Bookstore adjacent to Sanford Stadium.

"When you're removed from Georgia like I was for so many years, you forget what a special place it is," Hoage said. "For sheer emotion and power, there is nothing like Sanford Stadium on a Saturday afternoon.

"I was very lucky to be a part of it."

Terry Hoage Vineyards

Hoage Vineyard is a small family owned vineyard that is dedicated to producing the finest grapes and wines. Our John Alban designed vineyard is planted with Rhone varieties on 26 acres of southwest facing hillside, blessed with hot summer days and cool evenings. A fifty degree temperature difference between night and day is not uncommon. Our special climate, teroir and fastidious farming practices make wonderful fruit. Our bunches are tiny and the berries are small and are intensely dark in color and rich in flavor. Every aspect of our vineyard's farming is done by hand. Each and every vine is touched and babied many times during our growing season. Our winemaker and vineyard consult, Justin Smith, (of Saxum Wine and Bone Rock Vineyard and family owned James Berry vineyard) produces a minimally processed, big wine, with intense fruit and complexity.

Website

Syrah | The 46

EXHIBIT 26
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

TERRY HOAGE VINEYARDS 2009 "THE 46" GRENACHE-SYRAH

Year: 2009
Winery: Terry Hoage Vineyards
Varietal: Red Blends
Region: Paso Robles & Central Coast

~~*Retail Price: $63.00*~~
Your Price: $54.00

Bottles: 1 ADD TO CART

Share

(http://www.addthis.com/bookmark.php?v=300&winname=addthis&pub=ra-4e510c327a9c412d&source=tbx-300&lng=en-US&s=linkedin&url=http%3A%2F%2Fwww.cawineclub.com%2FTerry-Hoage-Vineyards-2009-The-46-Grenache-Syrah_PD1907.html&title=Terry%20Hoage%20Vineyards%202009%20%22The%2046%22%20Grenache-Syrah&ate=AT-ra-4e510c327a9c412d/-/-/544821fd6b28f613/2&frommenu=1&uid=544821fd992c7f6d&ct=1&rsi=5446e78b163c44e1&gen=1&tt=0&captcha_provider=nucaptcha)

Dark red fruit, chocolate notes. On the palate this wine has intense dark red fruit with menthol, dark chocolate, and smoky beef, with hints of earth, leading to a rich finish.

Final blend: 50% Grenache, 50% Syrah

93 points, The Wine Advocate (August 2012): "...big, rich...radiant, generous finish..."

93 points, Jeb Dunnuck's The Rhone Report (June 2012): "...beautifully perfumed and intense..."

92 points, Wine Spectator (July 2012): "Gorgeous blackberry and wild berry fruit is deep and intense..."

92 points, California Grape Vine (July 2012): "...nicely balanced for such a big wine."

Pair with: Jambalaya, red beans with rice, grilled figs wrapped in prosciutto, braised short ribs, coq au vin, or by itself.

Just 475 cases made. Hold 8 to 15 years.

This wine was recently featured in The California Wine Club's wine of the month club.

EXHIBIT 27
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

CUSTOMER REVIEWS

Have you tried this wine? Write an online review! (http://www.cawineclub.com/wine-ratings-online?products_id=1907)

Malcolm Moos from MD
Intense dark fruit suggesting black cherry, blueberry, prune balances firm, fine grained tannis that are very approachable now. Good chance a bit more cellering might be worth a try because the fruit is still quite intense. Despite an ABV of 15.4, there's no hint of excessive heat. I've advise serving this at cellars temperature nevertheless. Overall, this is a steller offering. -20 Points out of 20

YOU MAY ALSO LIKE...

(http://www.cawineclub.com/Olson-Ogden-Wines-2009-Unti-Vineyard%2C-Dry-Creek-Vineyard-Syrah_PD1629.html)
Olson Ogden Wines 2009 Unti Vineyard, Dry Creek Vineyard Syrah (http://www.cawineclub.com/Olson-Ogden-Wines-2009-Unti-Vineyard%2C-Dry-Creek-Vineyard-Syrah_PD1629.html)

Retail Price: $49.00
Your Price: $42.00

1 ADD TO CART

Recipes & Tips (http://www.cawineclub.com/wine-education)
Wine Club Levels (http://www.cawineclub.com/monthly-wine-clubs)
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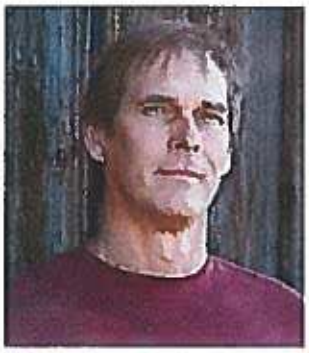

Terry Hoage
Terry Hoage Vineyards

870 Arbor Rd
Paso Robles, CA

(805)-238-2083

Open By Appointments Only

Terry Hoage Vineyards
Terry Hoage Vineyards Facebook
Terry Hoage Vineyards Twitter
Terry Hoage Vineyards Google+
Terry Hoage Vineyards Pineterest
Terry Hoage Vineyards Instagram

Tasting Room hours: Thur-Mon 11am-4pm
(Reservation required for parties 6 or more)
contact 805-238-2083 or info@terryhoagevineyards.com

HOAGE'S SOCIAL NETWORK

GROW WILD
PASO ROBLES WINE COUNTRY

Terry Hoage and Wife Jennifer Living the Paso Robles Life

ABOUT TERRY

EXHIBIT 28
WIT: Hoage
DATE: 10 2514
NOEL DEGNAN, CSR 6921

Life has been pretty good for Terry Hoage since he entered this world in Ames, Iowa. After starring at Hunstville High School in Texas, Hoage took his football talents to the perennial powerhouse known as the University of Georgia, where he produced one of the best individual careers in the school's storied history from 1980 to 1983. While in Athens, Hoage garnered back-to-back All-American honors as a junior and senior, and finished fifth in Heisman Trophy voting in 1983. A bruising defensive back who had an innate nose for the football, legendary Georgia coach Vince Dooley called Hoage "the best defensive player I've ever coached and maybe the best one I've ever seen." After graduating from Georgia, with a degree in genetics no less, Hoage turned his focus to the National Football League, where a lifelong dream was realized when the New Orleans Saints selected him in the 3rd round of the 1984 Draft. After 13 glorious seasons in the NFL, which included stops with the Philadelphia Eagles, Washington Redskins, San Francisco 49ers, Houston Oilers, and Arizona Cardinals, Hoage opted to ride into the sunset and retire. Inducted into the College Football Hall of Fame in 2000, and the Georgia Sports Hall of Fame in 2004, Hoage set out to find a new challenge to take on in retirement, which just so happened to be winemaking. In 2002, Hoage and his wife, Jennifer, purchased a 26-acre vineyard on the west side of Paso Robles, California, and thus Terry Hoage Vineyards was born. Additionally, Hoage also serves as Vice President and Treasurer of the Board for must! Charities, a philanthropic organization dedicated to improving the quality of life in San Luis Obispo's North County.

READ MORE

THE WINERY

It looks like football isn't the only thing that comes easy for Hoage. After a tremendous amount of hard work, and a dash of intense passion, Terry Hoage Wineyards was named among the "Top New California Wine Producers" by Wine Spectator, a mere six years after its initial creation. The vineyard, which is 100 percent organically farmed in Westside Paso Robles, with a minimalist philosophy, exclusively produces Rhone varietal wines, to the tune of roughly 2,000 cases per year.

READ MORE

TASTING ROOM

Tasting Room is staffed Thursday - Monday from 11:00am - 4:00pm. Tastings are $15 per flight, with a private barrel tasting option offered for an additional fee. Reservations are required for parties of 6 or more.

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Please drink responsibly

Grape-Nutz **Wine Journal**

by Ken Zinns

After taking a few wine courses through UC Extension in the early '90s, Bay Area architect Ken Zinns developed a serious interest wine. Ken has been touring and tasting wines for nearly 20 years, and has come to love not only the wines, but also the people behind them. Ken's interest in wine is more than passive, and he's been working at several urban East Bay wineries since 2001, and is the assistant winemaker for both Eno Wines in Berkeley and Harrington Wine in San Francisco.

EXHIBIT 29
WIT: Hoage
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

Paso Robles – Thursday, April 29, 2010

VISITS IN THIS ISSUE

Terry Hoage Vineyards
Carina Cellars
Hope Family Wines
Saxum Vineyards
15 Degrees C
Caliza Winery
Penman Springs/James David Cellars
Hug Cellars

I traveled to Paso Robles in late April for the annual Hospice du Rhône (HdR) event, and scheduled a few vineyard and winery visits for the day before the event started and the day after it ended. There were a number of people who joined in for some or all of the visits – Eric Anderson, Jay Selman, Brian Clark, Al Osterheld, Eric Lundblad, John Tomasso, Boyce Brannock, Bob Summers, Bennett Traub, Mike Ripley-Lotee, Charlie & Pat Chadwick, and Terry & Joan Hyde – quite a crowd! I collected suggestions for visits from some of the group beforehand, and managed to make arrangements at a number of the places they were interested in checking out – though I saved a couple for next year too!

photo:© Eric Anderson

I was able to make it to Paso Robles a couple of days earlier than I did last year, so I was able to attend Augie Hug's traditional pre-HdR "Pinot Pirates" dinner at Villa Creek on Wednesday evening. I had missed this dinner last year and was glad to take part in it again. The food was delicious and paired nicely with all the Pinots on the table – my favorite courses were the "bacon & egg" bitter greens salad and the rabbit cassoulet. Nothing like getting ready for a weekend of Rhône wines with a great Pinot dinner!

I'd arranged four winery visits for the next day – an ambitious schedule – so we had to get an early start, and we all made the drive a few miles south of town for our 9am appointment.

Terry Hoage Vineyards

We had no problem finding our first stop at Terry Hoage Vineyards, a mile or two north of Highway 46 and a little ways west of the 101 freeway. Everyone arrived right on time and we stopped in front of the closed gate along the road. Hmm...Terry didn't mention a gate code to me...but we soon figured out how to get the gate open and drove up the hill to the winery building.

It was a cool morning with a very chilly wind – quite a contrast to my last visit here in 2005, on an early August afternoon when the temperature was over 100 degrees. Eric Anderson still refers to our group's slow trudge up the steep vineyard hill on that baking afternoon as the "death march."

We got out of our cars and said hello to Terry Hoage, who'd come out of the winery to greet us. We decided to take a look at the vineyard first, so most of us made a quick dash back to the cars to retrieve jackets before starting our trek. Terry, a tall and lanky guy with a sly

Tasting Notes: Current Releases and Tank & Barrel Samples

'09 Picpoul Blanc, Paso Robles (tank sample): Very light color, ripe tangerine/citrus, zingy acidity along with fairly good weight in the mouth, with a crisp finish.

'08 "The Gap" Cuvée Blanc, Paso Robles: 60% Grenache Blanc, 40% Roussanne.Light straw color, citrus with some stone fruit notes, spice, and a touch of oak, richer mouthfeel but still good acidity, smooth finish.

'09 "The Gap" Cuvée Blanc, Paso Robles (tank sample w/ 5% Picpoul): About55% Grenache Blanc, 40% Roussanne, 5% Picpoul Blanc, with some barrel-fermentation. Similar in character to the '08 bottling but with less apparent oak and showing a little less weight on the palate, more freshness on the finish.

'09 "The Gap" Cuvée Blanc, Paso Robles (tank sample w/ 20% Picpoul): Picpoul Blanc increased to about 20% in this sample.Prettier than the previous blend, more floral aromas, some tropical fruit notes, more crisp acidity in the mouth, and a clean finish. I preferred this to the 5% Picpoul version. Very nice blend, Jennifer & Terry – go for it!

sense of humor, was an All-American football player with the University of Georgia in the early '80s, and enjoyed a long and successful career in the NFL afterwards.

As we made our way up the vineyard slope, Terry talked with us about the vineyard. Terry and his wife Jennifer bought the property on the Westside of Paso Robles in 2002 – it had previously been the Winchester Vineyard, though only a small portion had been planted at that time. Terry told us that it was planted mainly to Chapoutier and 174 clone Syrah. Terry referred to the Chapoutier Syrah clone several times during our visit, though it's better-known as Estrella clone – but it's thought to originate from cuttings taken from Chapoutier's vineyard in Hermitage.

John Alban assisted with new plantings at the vineyard in 2003, with more Chapoutier clone Syrah near the winery building. Justin Smith helped plan further plantings over the next couple of years. Terry told us that the vineyard is now all farmed organically, with about 17 acres planted out of 26 total acres on the property. It's planted entirely to Rhône varieties – Syrah, Grenache, Mourvèdre, Counoise, Cinsault, Grenache Blanc, Picpoul Blanc, and Roussanne. Soil is largely clay loam along with bits of limestone, which is typical for the area. Terry noted that it is high in pH and it retains moisture well, so that the vines don't generally need too much supplemental water during the growing season.

'07 "The Hedge" Syrah, Paso Robles: 100% Syrah. Dark color, very aromatic, dark fruits, some lavender and grilled meat notes along with touches of vanilla/oak. A big-bodied, mouthfilling wine with some youthful tannins – this should develop very nicely with a few years of bottle age.

'08 "The Hedge" Syrah, Paso Robles: 100% Syrah, to be released around the end of this year. Very dark in the glass, and more closed on the nose than the '07, black fruits, meaty, and more peppery than the '07. Another big wine, showing a more grippy tannic finish than the '07.

'07 "5 Blocks" Cuvée, Paso Robles: 62% Syrah, 19% Grenache, 13% Mourvèdre, 6% Cinsault.Slightly lighter color, and brighter fruit profile, showing some ripe red fruits along with black ones, with more herbal notes than the "Hedge." Rich yet lively texture in the mouth, with medium-big tannins, nice.

'08 "5 Blocks" Cuvée, Paso Robles (barrel sample): Similar blend to the '07. Not as aromatic as the '07 at this point, showing some high-toned raspberry fruit, spice, and oak. Medium-bodied with a juicy character in the mouth and slightly tangy finish.

'07 "Skins" Grenache, Paso Robles: 90% Grenache,10% Syrah. Medium purple color, intense raspberry on the nose along with spice and some floral notes. Very pretty wine but with good structure and bright acidity, and medium-big tannins on the finish, very nice.

A distinguishing feature of the vineyard was the ground cover. While many vineyards have some ground cover between vine rows these days, I'd never seen anything like this. The growth was everywhere, and quite tall in many areas – in some places appearing to swallow up the vines themselves! Terry told us that the ground cover includes native grasses, legumes, clover, and vetch (which he noted makes great honey). He said that the tall ground cover has helped prevent frost problems, always a concern in the cool Templeton Gap area. He also mentioned that he has not had problems with undue competition for water and nutrients between the vines and cover crop.

The vines are trained in a number of ways – we saw both unilateral and bilateral cordons on trellising, while other vines are head-trained. Terry noted that he may convert more of the vines to head-training in an effort to help shade the fruit, plus he noted this style also take less work to manage the canopy. Some of these head-trained vines are in the "gobelet" style – so named because the vine shape resembles a goblet. It's an ancient way to train grapevines, dating back at least as far as the Romans. Terry told us that as his vines have matured, they are becoming more self-regulating and require less work in the vineyard.

Finally reaching the top of the hillside, we came to Terry's "meter-by-meter" Syrah block. Densely-planted (all spaced one meter apart), these vines are on their own roots rather than having been grafted onto other rootstock. This block looked amazingly different than on our last visit nearly five years before, when the area had been staked out but was otherwise pretty bare. Now, the tall cover crop was almost all we could see, though a closer look revealed the vines on their vertical cordons. We saw

several other vineyards on this tour that have significantly denser planting than has been common in California. The theory is that the closely-spaced vines must compete more for nutrients and water, resulting in smaller berries and more concentrated flavors. This denser planting seems to be gaining popularity, as I've seen more vineyards up and down the state either replanting with tighter vine spacing or doing this with new plantings.

photo:© Eric Anderson

Most of the fruit from the vineyard is used for the Terry Hoage label (they use all estate fruit for their own wines), though a little is sold to other producers – Saxum, Jacob Toft, and Hug buy fruit now or have purchased it in the past couple of years. As we walked back down the hill toward the winery, Terry pointed out where he's planning to have a cave dug into the hillside in the future. For now, the barn-like winery building is fine for their annual production of a little over 2,000 cases.

photo:© Eric Anderson

As we walked into the small tasting room, I recalled our previous visit once more and remarked to Terry that it looks much more like a real tasting room now that has an actual bar! The room is relatively small and simple, with some football memorabilia behind the bar being the only obvious clue to Terry's background. Of course, there are the football-related names of the wines themselves too (in addition to the wines we tasted, they also make "Bam Bam" Rosé, "The Pick" Grenache Cuvée, and "The 46" Grenache-Syrah).

As we began the tasting, Jennifer came in to greet us and to talk about some of the whites, as she is now in charge of the white wine program. We tasted an '09 Picpoul Blanc from tank, and later tasted a couple of trial blends for the '09 "The Gap" white. Terry used a graduated cylinder to measure different amounts of Picpoul to add to the blends to see what we thought of them – the composition of the final blend has not yet been decided.

For the red wines, Terry told us that he uses whole berries for most of his fermentations, though Jennifer does foot-treading on some of the reds as well. Most lots go through fermentation with native yeast, though some lots are inoculated if needed. Terry primarily ferments in 1.5-ton bins, and pumpovers, punchdowns, and délestage are all utilized. Some lots get extended maceration prior to pressing. Terry told us that he decides when to press – as well as when to pick fruit – based on flavors rather than relying on the numbers. Has been aging wines in barrel a bit longer recently too. The first vintage of Terry Hoage wines, in '02, was made by Justin Smith, and Justin served as a consultant in '03. But since 2004, Terry and Jennifer have been running the show themselves.

As we were finishing up and getting ready to leave, Terry and Jennifer mentioned that the design of the wine labels will be changing soon. The new labels will retain the distinctive "th" logo, but will no longer say "Terry Hoage" – this is being done to avoid issues with Hogue Cellars in Washington. Hoage in California...Hogue in Washington...doesn't seem like there should be any confusion, but then I'm not a trademark attorney.

photo:© Eric Anderson

The Terry Hoage wines are undoubtedly big, but there's a sense of restraint about them as well. Most have an acidic backbone that balances the higher alcohol, and most have beautifully bright aromatics as well. As we tasted through the reds, it was interesting to compare how the wines share some basic similarity to those of Terry's mentor Justin Smith, but also how Terry has diverged from that model to carve out his own distinct style.

Carina Cellars

Walking back to our cars from the Terry Hoage tasting room, we found that it was warming up nicely, and we started off to our next appointment. After fiddling with that tricky gate once more at the bottom of the drive, we formed a caravan and headed to the freeway and back to town, then turned west again until we came to Adelaida Road, soon reaching our next destination at Carina Cellars.

We proceeded up the short drive and parked by the recently-built winery building. After briefly trying to figure out where the entrance was, we were greeted by the friendly winery dog, which escorted us into the building. Winemaker Ryan Saccomano met us inside, and wasted no time in getting us started with tasting some of Carina's current releases. After a few moments, winery owner David Hardee appeared and joined Ryan behind the striking tasting bar, fashioned from a single large piece of wood.

Carina Cellars

Tasting Notes: Current Releases

'09 Grenache Blanc, Tierra Alta Vineyard, Santa Barbara County: First Grenache Blanc from Carina.Pale straw color, bright fresh apple aromas with a stony mineral touch, tingly acidity in the mouth, crisp, clean finish, delicious.

'07 Grenache, Central Coast: Mostly sourced from Camp 4 Vineyard in Santa Barbara County, around 20-30% whole-cluster fermentation. Medium purple color, earthy cherry with a big spice component, medium-bodied with a not too tannic finish.

'07 "Clairvoyant," Central Coast:55% Syrah, 33% Grenache, 12%Mourvèdre, mostly from Santa Barbara County.Medium-dark color, black pepper is very apparent on the nose, along with ripe plum, spice, and a touch of oak. Nice texture in the mouth and a lively finish.

'07 "Sibylline," Central Coast: 55% Mourvèdre, 33% Grenache, 12%Syrah, mostly Paso Robles area fruit. The blend is a flip side of the "Clairvoyant," with Mourvèdre taking the leading role here. Slightly darker color, with the aromas showing Mourvèdre's earthy, leathery side. Plum and black cherry fruit is underneath, and the mouthfeel is fairly rich, with moderate tannins on the finish.

'06 Mourvèdre, Central Coast: Includes about 5% Syrah. Similar to the "Sibylline" with the "sauvage" Mourvèdre character on display. Some herbal, stem-like notes along with a white pepper element, somewhat bigger mouthfeel and richer finish.

'07 "7 Percent," Santa Barbara County: 93%Syrah (from Colson

Carina has been a fixture in Santa Barbara County for a number of years, and I've stopped at the tasting room in Los Olivos that they share with Tensley Wines on several occasions. David, an attorney, businessman, and wine collector originally from North Carolina, launched Carina Cellars after meeting Joey Tensley in 2002. David named the winery after his sailboat.

Canyon Vineyard), 7% Viognier. Very dark color, showing noticeable floral notes along with pepper, blackberry, and spicy oak overtones. Mouthfilling and rich, this also has some grippy tannins on the finish.

Carina started sourcing some fruit from Paso Robles in 2005. In early 2007, David purchased the 83-acre property along Adelaida Road and began planting the vineyard he named Rancho del Cielo. Ryan, who had worked with Joey Tensley on the Carina wines in Santa Barbara County, came north to Paso Robles when the new Carina production facility was completed there in December 2008. Joey remains the consulting winemaker for Carina, but naturally his involvement is not as day-to-day as it had been prior to the move.

Carina produces quite a few wines – besides the ones we tasted, these include Viognier (including a late-harvest bottling), several single-vineyard Syrahs, Petite Sirah, Cabernet, and Zinfandel. Annual production is currently about 3,000 cases, and may ultimately go up to 5-6,000 cases.

After our tasting, David invited us to take a closer look at the new vineyard, just up the hill from the winery. Leaving Ryan at the winery, we headed up the dirt road and stopped just outside David's house, about halfway up the hillside vineyard. David told us that the planting was done in 2007, and that the vineyard is planted mainly to Rhône varieties, including Syrah, Grenache, Mourvèdre, and Viognier, a little Grenache Blanc and Tannat, as well as some Zinfandel and Cabernet Sauvignon (for the Carina "Iconoclast" bottling). We saw that the Grenache is head-pruned, as more and more new Grenache plantings in California seem to be these days. David told us that the Mourvèdre is at the highest vineyard section, the "Top Hat" block.

The planting was coordinated by vineyard consultant Phil Stevens (he's also done work for Denner and Starr Ranch), who also does the vineyard management. Prior to the vineyard, much of the property had been a walnut orchard. 23 acres are planted, and although some fruit was harvested last fall, 2010 will be first full harvest from new estate vineyard. As the vines mature, Carina will shift most of their fruit sources to the estate vineyard, although they still plan to buy some other fruit, notably Syrah from Colson Canyon.

As we finished checking out the vineyard from outside David's house, he asked us if we wanted to go all the way to the top. Sure, why not! He warned us that it's a steep drive, but we noted we were all driving all-wheel drive vehicles, so we figured no problem. And it was no problem until we reached nearly the very top of the vineyard, where a couple of our cars had difficulty negotiating the final turn on the steep slope and slippery grass that covered much of the dirt track. Still, we all made it to the top.

From that lofty spot, we could tell that the vineyard was named very appropriately – Rancho del Cielo meaning "ranch of the sky." The views are expansive, taking in miles of landscape around Paso Robles itself and far to the east. There's an impressive 500-foot elevation change from the base of the vineyard to the top. David believes that the highest spot, about 1,925 feet above sea level, may be the highest elevation vineyard in the coastal part of California.

Carina's current releases reflect their Santa Barbara fruit origins, and it will be interesting to see how the wines may change once the fruit from Rancho del Cielo forms the basis for most of the wines in the coming years. But because the Carina wines have tended to be fairly fruit-forward in style – not as big and lush as some Paso wines, but not radically different either – I wouldn't expect to see any major changes over the next few years. The new vineyard should produce some fine fruit, so I think there's considerable promise for the future.

After leaving Carina, we headed back to Highway 46 and stopped for lunch at Farmstand 46, a short distance east of Vineyard Drive, and adjacent to the Four Vines tasting room. I'd heard a lot of good things about the place, and judging by the number of wine personalities we spotted there – Pax Mahle, Duncan Arnot Meyers, Stephy Terrizzi and her kids, Cris Cherry, Eric Jensen, Scott Hawley – it was clearly the place to be. The sandwiches were indeed delicious, although the service could have been better on this occasion – the food was not prepared in the same order as orders were taken, and this led to lengthy waits for some in our group. Still, I'd go there again, especially since the location is so convenient when touring Westside Paso wineries.

Hope Family Wines

Following our lunch, we drove a short distance east along Highway 46 and proceeded to Live Oak Road. There we met at the Hope Family Wines tasting room with winemaker Jason Diefenderfer and Direct Sales & Marketing Manager Whitney Hrdlicka. Jason has worked for the Hope family for many years, and since 1997 he's been working at the winery itself. Hope Family Wines includes a number of labels: Austin Hope, Treana, Liberty School, and Candor. Austin Hope, who heads up the whole enterprise, was on the road when we visited, but Jason and Whitney were informative and engaging hosts.

Tasting Notes: Current Releases & Library Wines

'07 Austin Hope Rosé, Hope Family Vineyard, Paso Robles: A saignée of mostly Syrah and Grenache, barrel-fermented with 60% new oak. Light salmon color, showing red fruits with an overlay of oak/spice on the nose, a bigger style of Rosé with a smooth mouthfeel and finish.

'96 Treana White, Central Coast: 57% Marsanne, 43% Viognier.Medium yellow color, with a honeyed, nutty character along with some oak notes, very rich in the mouth and smooth finish. Nice older Rhône-style white.

'01 Treana White, Central Coast: 61% Viognier, 39% Marsanne.Slightly lighter yellow, and a bit brighter aromatics of stone fruits, honey, flowers, and mineral notes, viscous texture and rich yet

Pat & Charlie Chadwick observe as Austin Hope's Jason Diefenderfer pours

Austin Hope comes from a farming family, and he began working in his family's vineyards when he was only eight years old. The Hope family started growing wine grapes on their property in Paso Robles in 1978, starting with Cabernet. Some of the fruit eventually went to the Wagner family (of Caymus fame) for the Liberty School label, and after working with Chuck Wagner, Austin become the Liberty School winemaker in 1995. The following year the label became part of Hope Family Wines.

still lively finish, this still tasted surprisingly fresh and is aging nicely.

'07 Treana White, Central Coast: 53% Viognier, 47% Marsanne.Light yellow color, ripe yet restrained stone fruit aromas with floral overtones, a rich, full-bodied white that should benefit from some bottle age to tone things down.

'07 Austin Hope Grenache, Hope Family Vineyard, Paso Robles: 100% new oak.Medium color, showing bright red fruits and spice with oak overtones, good structure and a moderate tannins on the finish.

NV Candor Zinfandel, "Lot 2," California: From '07 and '08 vintages of Zin from Paso Robles and Lodi. Medium color, somewhat jammy berry fruits along with lots of spice and a root beer note. The aromas reminded me of American oak but we were told that almost none was used on this wine. Medium-bodied with moderate tannins.

NV Candor Merlot, "Lot 2," Central Coast: From '07 and '08 vintages of Merlot from Paso Robles and Santa Barbara County. Medium-dark color, plums, black cherries, spice, and oak. Lively mouthfeel with fairly good structure, a straightforward Merlot.

'00 Austin Hope Syrah, Hope Family Vineyard, Paso Robles: The Syrahs have about 50% new oak. Dark color, still showing lots of ripe dark fruits, along with dried herbs, spice, and a somewhat woody oak character. Rich mouthfeel with tannins that still need more time to resolve.

'01 Austin Hope Syrah, Hope Family Vineyard, Paso Robles: Showing a little more age in the color than the '00 (maybe a slightly oxidized bottle?), this showed more pepper and herbs than the '00, though the oak did not stand out as much. A big wine and still quite tannic.

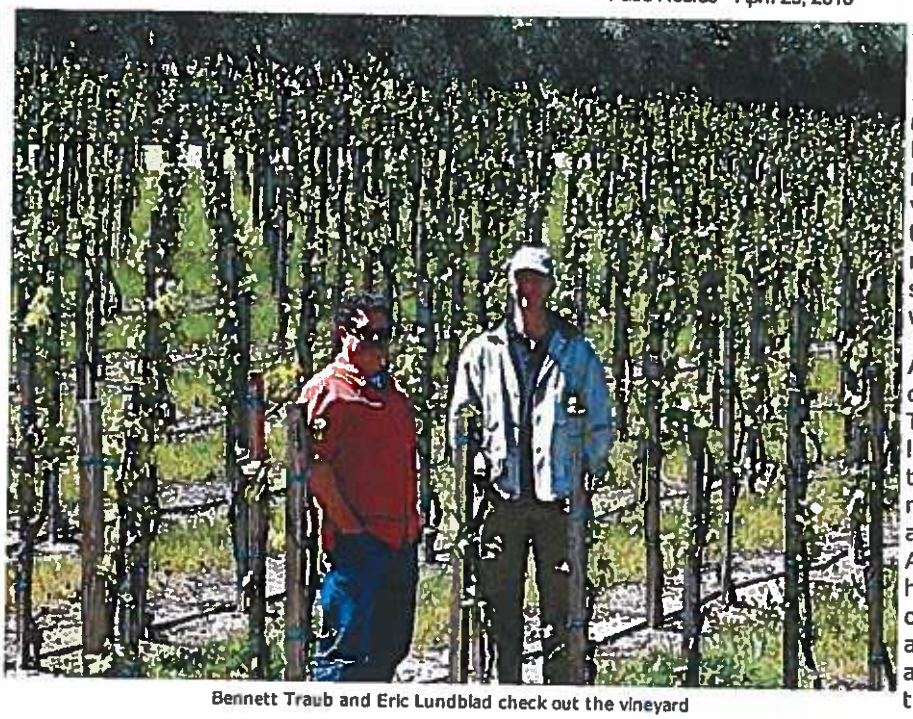
'05 Austin Hope Syrah, Hope Family Vineyard, Paso Robles: Darker purple color, displaying riper blackberry fruit with a big spice component, a touch of mocha, and sweet oak. Seeming to be a bit more in balance right now than the previous two wines, the lush fruit helping to offset the grippy tannins.

'07 Treana Red, Paso Robles: 70% Cabernet Sauvignon, 30% Syrah.Dark color, with ripe dark fruits and vanilla/oak overtones, Big, bold, and spicy, this is a youngster that will need some bottle age to show its best.

Austin's own first label, Treana, founded in 1996, was initially a partnership with the Wagner family, and has focused on producing a white Rhône blend and red Cabernet-based blend each year. By the late '90s, Austin took charge of the family's vineyard, and in 2000, he launched another new label, simply called Austin Hope Winery. A recently-added label, Candor, was named as a way to express "truth in winemaking."

In 2000, Austin replanted the Hope Family Vineyard. The vineyard is now planted mostly to Syrah (five clones), Grenache (three clones), and Mourvèdre, along with some Roussanne and Bordeaux varieties. Most of the planting is high-density, on 5x5 spacing, and there are five acres on 3x6 spacing with vertical cordons. The goal of replanting with a higher vine density was to help lower the yield of each vine, concentrating the flavors into smaller berries. There are currently about 42 acres planted on the property, out of 67 total acres. Like many other vineyards in the area, the soil is mostly clay loam along with rocky, calcareous soil. Hope Family Vineyard is SIP-certified – the SIP (Sustainability In Practice) program among Central Coast vineyards seems to be gaining traction.

Treana White was meant to be a Marsanne-Roussanne blend, but it turned out that the "Roussanne" was in fact Viognier – a vine identification mix-up that caught many California growers and wineries by surprise a decade ago. But in the end, the Marsanne-Viognier blend was a success, so they have kept it up. The older vintages we tasted show that California Viognier can indeed age well, at least in a blend such as



Bennett Traub and Eric Lundblad check out the vineyard

this. The fruit for this wine comes from Mer Soleil Vineyard in Santa Lucia Highlands. The Austin Hope wines are made to showcase fruit from the Hope Family Vineyard. The Candor wines are not vintage-dated, blending both vintages and appellations, and are made to sell for less than $20. The lot number on the labels designates the specific bottling – the ones we tasted were "Lot 2".

Annual production is around 1,000 cases for Austin Hope, 5,000 for Treana, and 8,000 for Candor. A fourth label, Liberty School – which we did not taste – is a value-priced line with a much higher production level. In addition to the wines that we tasted, Austin Hope also produces a late-harvest Roussanne on occasion. The only wines made under the Treana label are its red and white blends. Candor also produces a Rosé, which we did not taste.

The various labels under the Hope Family Wines umbrella are clearly aiming for different segments of the wine-buying public. Overall the wines were good, though for my tastes I'd have preferred the level of oak to be toned down in many of them. But I thought the newer Austin Hope wines were quite tasty, and it was great to be able to taste the older vintages of the Treana White wines – some of the more interesting whites we tasted in our travels.

Saxum Vineyards

Our last stop on the day's tour was at Saxum. Little needs to be said these days about Saxum and owner/winemaker Justin Smith. If his wines' consistent high ratings from critics over the years didn't win him enough fame, the perfect 100 point score received last fall from Robert Parker for Saxum's 2007 "James Berry Vineyard" bottling made him a superstar. It's the first 100-point score ever for a Paso-area winery, and only the third for a winery from the Central Coast (Alban and Sine Qua Non being the others). Happy to report that success hasn't changed Justin though – he's still the same hardworking, crazy, passionate, slightly goofy guy he's been since I've known him, always a pleasure to visit.

Justin launched Saxum in the early '00s after splitting with Matt Trevisan and the Linne Calodo label they'd started a few years before. The first Saxum wine was the 2000 "Bone Rock," produced at Mat Garretson's winery. In 2003, Justin completed the current Saxum winery, overlooking James Berry Vineyard. Justin's father "Pebble" Smith planted the vineyard and its fruit has become much in demand. Justin and his wife Heather run the winery from their house adjacent to the production facility. Saxum's small annual production of red Rhône blends, sourced from James Berry and other nearby vineyards, are tough to find unless you're on their mailing list – and of course there's a waiting list just to get on that.

We all drove up the hill and parked near the house. As we waited a short time for Justin, who was finishing up with another group of visitors, we admired the stunning Bone Rock portion of the vineyard, right next to the winery and house. This area is planted along a series of curving

Tasting Notes: Current Releases & Barrel Samples

'07 "Heart Stone," Paso Robles: About 67% Syrah, 33% Grenache & Mourvèdre, some stem inclusion. Dark color, ripe black fruits, spice, and sweet oak, rich mouthfeel, long smooth finish.

'06 "James Berry Vineyard – 32," James Berry Vineyard, Paso Robles: 40% Syrah, 40% Grenache, 20% Mourvèdre, given extra barrel aging, 32 months total. Medium-dark color, very spicy and somewhat earthy blackberry, mocha, and some savory notes, very big and structured with grippy tannins.

'07 "James Berry Vineyard," James Berry Vineyard, Paso Robles: 40% Grenache, 30% Syrah, 30% Mourvèdre – this is the "100-pointer." Dark color, brighter fruit profile with ripe raspberry/blueberry fruit, herbs, a touch of anise, and black pepper. Lush mouthfeel but with lively acidity, very well-balanced and finishing with fairly big but refined tannins. Certainly very nice now, but as with all the Saxum current releases we tasted, this should settle down and improve with some bottle age.

'07 "Bone Rock," James Berry Vineyard, Paso Robles: 82% Syrah, 13% Mourvèdre, 5% Grenache. Very dark color, rich and ripe black fruits, smoke, black pepper, and vanilla/oak, full-bodied with a smooth texture and big tannins on the finish.

'09 Grenache, "Rocket Block," James Berry Vineyard, Paso Robles (barrel sample): Fermented in stainless steel and pressed to concrete tank, still finishing malolactic. Vibrant purple color, super-bright fresh raspberry with some pepper notes, juicy acidity and big structure, terrific.

'09 "James Berry Vineyard," James Berry Vineyard, Paso Robles (barrel sample): Co-fermented Syrah, Grenache, and Mourvèdre, from new puncheon, finishing malolactic. Dark color, funky/earthy at first but blew off quickly, ripe plum and darker fruits, lively texture on the palate with a grippy finish.

'09 "Bone Rock," James Berry Vineyard, Paso Robles (barrel sample from hilltop block): Both whole-cluster fermentation and

terraces cascading down the steep hillside. The chalky, almost-white limestone soil was easy to see along the terraces. While the vines in the rest of the vineyard are trellised, the Bone Rock vines are trained on vertical cordons due to the difficulty of trellising along the tight curves.

After a few minutes, Justin came over and welcomed us to the winery. We didn't spend a lot of time chit-chatting with him – just about all of our group that day has known him for some time, and he was on a tight schedule, squeezing us in between meeting with a group of distributors and attending to some family duties with the kids. But we had no complaints as he handed each of us a wine glass and we started right in with some tasting, first of a few current releases, and then moving on to some barrel samples from the '09 vintage. Justin did take the time to show us a special 3-liter bottle of the Saxum '07 "Bone Rock" that he was donating for the HdR auction that Saturday.

destemmed with stems added back. Inky black color, stemmy/spicy nose with blackberry, huge fruit component in the mouth with an aggressively tannic finish, just a monster wine right now (and not in a bad way!).

'09 "Bone Rock," James Berry Vineyard, Paso Robles (barrel sample from lower block): From all destemmed fruit. A bit lighter color, dark berries, coffee, spice, with a mineral component. The fruit seems brighter and a little less ripe than the hilltop block, with a long tasty finish that's not as tannic.

'09 Syrah, James Berry Vineyard, Paso Robles (barrel sample): From the lower portion of the vineyard, toward the north end, on deeper clay soil, this will go into the "James Berry" bottling. Dark color, ripe dark fruits with mocha and fennel notes, bigger and weightier on the palate, tannins are big but not harsh.

'09 Syrah, Terry Hoage Vineyard, Paso Robles (barrel sample): From meter-by-meter planting, 100% whole-cluster, barrel-fermented, this will probably go into the "Broken Stones" bottling. Vibrant dark purple, very bright aromas of dark berries with a meaty/savory component and mineral element that runs through it all. Surprisingly no overtly stemmy notes. Big but very lively on the palate, great structure with chewy tannins.

As we tasted, Justin told us a little about his winemaking. All the wines start out with native yeast fermentation, though Justin may inoculate some lots if they have trouble getting started. Different wines will get differing percentages of whole-cluster fermentation, and he noted that he'll sometimes destem fruit and add back the stems into the fermentation vessel too. Justin mentioned that recent "Bone Rock" bottlings have included around 60-70% whole cluster, and receive extended barrel aging. Older "Bone Rock" wines tended to include much less whole cluster, around 10-15%. He told us that even with high percentages of whole cluster / stem inclusion, the pH of the wines is seldom a problem.

Justin uses a variety of fermenters, mostly three, four, and five tons in size. A fairly new addition to the winery is a concrete tank. We tasted a sample that had gone straight to the concrete tank following fermentation, and it was very distinctive – very fresh and pure fruit flavors. The '09 barrel samples were obviously extremely young, with some still finishing malolactic fermentation, but they were already showing very promising character. Of particular interest was tasting two samples sourced from the upper and lower sections of the Bone Rock portion of the vineyard – they were quite different from one another.

Saxum's wines are clearly in the forefront of the big, ripe style of red Rhône blends that Paso Robles has become known for in recent years. Although it's not a style for everyone – it's no secret that these wines can sometimes push the limits of ripeness – at their best, Saxum wines convey a hedonism in the glass that can be hard to resist. One aspect of the wines we tasted that struck me was how much they really deserve some time in the cellar. While their immediate appeal is apparent, there's plenty of underlying complexity that should reveal itself more in time.

A few of our touring group gathered for dinner that evening at Thomas Hill Organics, a fairly new restaurant in downtown Paso Robles. We were joined there by Brad Harrington of West Coast Wine Net and his wife Maureen, Linda Baehr of Peachy Canyon Winery, and Steve Anglim of Anglim Winery. The meal and the service were both excellent, and I'll definitely be going back again.

No visit to HdR can be considered complete without at least one late-night visit to the bar at Villa Creek. I headed over there after our Thursday dinner and the place was packed. Winemakers everywhere, everyone having a great time, it was unquestionably the place to be.

A Friday night barbeque has become a tradition with some of us attending HdR – thankfully the weather cooperated this year and we didn't have to resort to an "indoor barbeque" as we did last year. As always, there was way too much food and way too much wine, but who's complaining? It's a great time with great friends, and one of the top highlights of HdR weekend every year.

Saturday, May 1, 2010

"The Antithesis of Hospice du Rhône" Tasting at 15 degrees C

Tasting Notes: Selected Wines

'09 Clesi Malvasia Bianca, San Bernabe Vineyard, Monterey County: Made mostly in stainless steel with a little neutral oak.Very light color, intensely aromatic, perfumed and floral, moderately rich mouthfeel with good acidity and a fresh, clean finish.

'07 Clesi Dolcetto, Nevarez Vineyard, Paso Robles: Light red-purple color, slightly floral notes along with black cherry and plum,

Following the Saturday afternoon Hospice du Rhône Grand Tasting, Al, Eric Lundblad, and I drove a few miles south to

medium-bodied with good structure, but just a touch of bitterness in the tannic finish.

'09 Giornata "Il Campo" White, Central Coast: Blend of Chardonnay (from James Berry Vineyard) and Malvasia Bianca (fermented on its skins). Light color, very fresh and slightly floral apple/pear aromas with a touch of spice, medium-bodied with a long smooth finish.

'07 Giornata "Gemellaia," Central Coast: 75% Sangiovese (from White Hawk Vineyard), 15% Merlot, 10% Petit Verdot (both from Margarita Vineyard). Vibrant color, black cherry, smoke, and dried herbs on the nose, loads of juicy acidity and moderate tannins. Went exceptionally well with the mini-lasagne appetizers.

'07 Giornata Nebbiolo, Luna Matta Vineyard, Paso Robles: From Nebbiolo clones 142 and 230. Medium-light red-purple color, bright and pretty aromas of rose petal and bing cherry, with a smoky/tarry note. Lively on the palate with a big, tannic finish. While not as unapproachable as a young Barolo, this is still a wine to lay down for at least a few years.

'09 Palmina Tocai Friulano, Honea Vineyard, Santa Ynez Valley: Made entirely in stainless steel. Light straw color, very pretty floral, citrus, and green apple notes along with a touch of minerality, fairly rich mouthfeel along with bright acidity, and a crisp finish.

'09 Palmina "Botasea" Rosato, Santa Barbara County: From Dolcetto, Nebbiolo, Sangiovese and Barbera. Light pink color, watermelon and spice on the nose with a subtle floral component. Smooth and refreshing on the palate.

'05 Palmina Nebbiolo, Santa Barbara County: From Stolpman and Sisquoc vineyards. Medium red-purple color, with floral and earthy notes plus ripe red fruits and a touch of oak, medium-bodied in the mouth, with a tannic finish that's big but not harsh.

Templeton for a tasting of Italian variety wines at the 15 degrees C Wine Shop & Bar. In just a few years, 15c – located next to a Trader Joe's in a small shopping center off of Highway 101 – has become something of a destination, featuring a very good wine (and beer) shop, a wine bar with regular events, and fine food. And it doesn't hurt that the place is run by two very lovely ladies, owner/sommelier Alison Rush Carscaden and manager Ana Jimenez Davis.

This event featured Italian-style wines from Giornata Wines, Palmina Winery, and Clesi Wines, plus a few wines from Italy itself. On hand to pour their wines were Brian & Stephy Terrizzi of Giornata, Matt Duggan of Palmina, and Chris Ferrera & Adrienne Lindsay Ferrera of Clesi. Tasty appetizers from Ristorante il Cortile included a fennel, grapefruit, and shrimp salad, cherry tomatoes with fresh mozzarella and basil, marinated lamb skewers, and (mini-) lasagne.

Steve & Chrystal Clifton of Palmina were traveling and Matt filled in admirably for them. I've been familiar with Palmina Winery for a number of years, and visited the winery and nearby Honea Vineyard in the fall of 2004 with Al and Eric Anderson. A group of us visited Brian & Stephy of Giornata at Luna Matta Vineyard and tasted a number of their wines there in the spring of 2009. Clesi Wines was a new label for me – they started out in 2004, and produce a Sangiovese, Barbera, and Cabernet in addition to the two wines we tasted at 15c.

We ran into a number of people looking for a change of pace from the weekend of Rhône wines. We spotted Tom Hill, Bennett Traub – who was with Luna Matta Vineyard owners John Ahner & Jody McKellar – as well as Chris Brockway of Broc Cellars and Michael Roth of Demetria Estate, both fresh from pouring at the HdR Grand Tasting.

Some fine Italian wines were poured at the event – NV Adami Prosecco Garbel, '04 Casanova di Neri Brunello di Montalcino, and '05 Vietti Barolo Castiglione – but I'll focus the tasting notes on the three Central Coast producers who

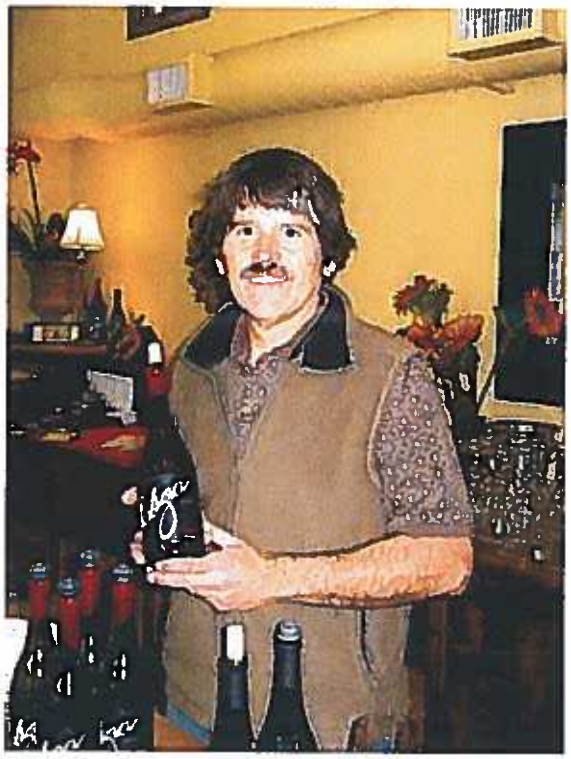
were highlighted at this event.

This event was a pleasant diversion from our Rhône-soaked weekend. It showed me once again that there is indeed a place for wines made from Italian grape varieties in California. Both the whites and reds were very tasty, and I have particular hope for California Nebbiolo based on the two tasted at this event and others I've tried in the past couple of years. It would be nice to see more events like this one that highlight some of the best of Cal-Ital wines.

Sunday, May 2, 2010

Caliza Winery

Although many HdR attendees were getting an early start heading back home on the Sunday morning following the event, a few of us – Al, Eric Lundblad, John, Boyce, and I – drove back out to the Westside of Paso Robles along Highway 46 for a visit with Carl Bowker of Caliza Winery.



Tasting Notes: Current Releases

'08 "Kissin' Cousins," Paso Robles: 47% Viognier, 30% Grenache Blanc, 23% Roussanne, 100% barrel-fermented in puncheons, 30% new.Light yellow color, bright apple and white peach aromas with floral undertones, very smooth, creamy texture on the palate, moderate acidity and long smooth finish.

'06 "Azimuth," Paso Robles: 51% Syrah, 19% Grenache, 14% Mourvèdre, 8% Tannat, 8% Alicante Bouschet.Medium-dark color, boysenberry and blueberry with some mocha notes, as well as a stony, mineral character. Big and rich but with good acidity and structure, and medium tannins on the finish, quite nice.

'07 "Azimuth," Paso Robles: 53% Syrah, 35% Grenache, 12% Mourvèdre, May 2010 release. Slightly lighter color than the '06 bottling, tending a bit more toward a red fruit profile, with plum and raspberry character along with lots of spice, pepper, and a similar mineral component as the '06. Not quite as rich on the palate but very lively, and with a gripper tannic finish. Obviously just a baby, but this has the potential to be even better than the '06 (which of course is still a youngster itself!).

'06 "Companion," Paso Robles: 50% Cabernet Sauvignon, 30% Syrah, 10% Mourvèdre, 10% Tannat.Medium-dark color, the Cabernet component is dominant with black currant and herb aromas, more lush on the palate than the "Azimuth" with big but refined tannins on the finish.

'07 "Companion," Paso Robles: 50% Cabernet Sauvignon, 50% Syrah.Will be released in summer or fall 2010. Dark color, less Cab-like on the nose, with a nice balance of plum, herbs, darker berry fruit, and mocha. Very rich mouthfeel and finishing with noticeably more chewy tannins. Cab-Syrah blends are not usually my favorites, but this was a nice one.

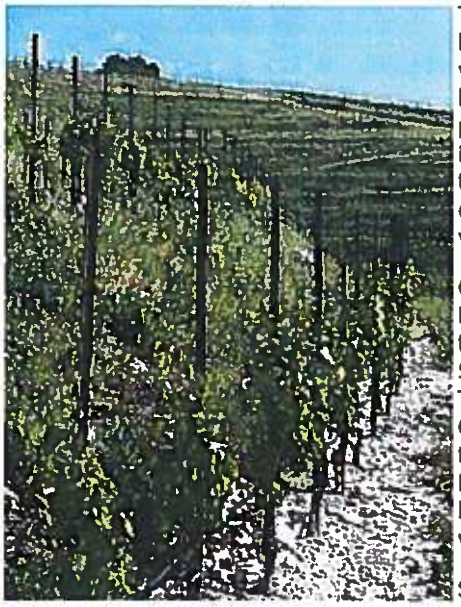
'07 Syrah, Paso Robles:100% Syrah, about 80% Estrella clone, 20% 877 clone.Dark color, very intense and complex aromatics of black fruits, smoke, pepper, cloves, and mocha. Full-bodied yet lively on the palate, nicely-structured with a big tannic finish, impressive now and should age well.

Our group parked in the lot outside the tasting room along Anderson Road, and looked to see if anyone was around. We were about to walk toward the building when the tasting room door swung open, then closed again. We headed inside, where Carl greeted us from behind the tasting bar. We'd each seen the door open and close and wondered whether the other had done it – the legend of the Caliza ghost is born!

Carl grew up in Hawaii, where his father was an irrigation specialist for local farms. He has a background in horticulture, and he'd previously owned a successful plant & floral business, which rented plants to trade shows and conventions. In

late 2001, Carl and his wife Pam went to Tuscany on a wine-related tour. They found that they connected with the life that wine-producing families led there, and decided to leave the corporate life. Wanting to make Rhône variety wines, they looked for vineyard land and eventually found a beautiful spot in the Templeton Gap, which they purchased in 2003. Carl completed the Viticulture and Enology program at Napa Valley College in 2004, and was ready to start on the road to being a grape grower and winemaker. Carl credited a number of the local winemakers and growers with helping him learn the ropes as well – he mentioned Scott Hawley of Torrin Vineyard, Erich Russell of Rabbit Ridge, and Norm Benson of Dark Star as being especially helpful.

We decided to tour the vineyard before coming back to taste some wines, and we started walking up the steep slope near the tasting room. Located adjacent to Booker Vineyard, with L'Aventure nearby as well, Caliza is located on prime property. Carl told us that Caliza is Spanish for "limestone," and that's appropriate for the area, noted for its fractured shale and limestone soil. There's some clay loam soil too, mostly at the base of the hillsides. Carl noted that the vineyard soil has lower pH than many Paso vineyards – mostly in the 5.5-6.5 range. 20 acres are currently planted on the 60-acre property, and the elevation varies from 900-1,200 feet.



There had been an old vineyard on part of the property when the Bowkers bought it, most of it planted to Zinfandel, Chardonnay, and Pinot Noir. The old vineyard was pulled out and replanted in 2006 with new varieties and vine layout – about the only things remaining from the old layout are the terraced portions in some areas. Most of the vineyard is planted on south-facing slopes. Most vine spacing is four feet, with a few areas at five feet, while there is denser three-foot planting on hilltop blocks. Vineyard Professional Services helped establish the new vineyard, and the Bowkers now manage it themselves. The vineyard is farmed sustainably, but is not organic.

Current plantings include Syrah (six clones), Grenache, Mourvèdre, Petite Sirah, Primitivo, Tempranillo, Roussanne, and Viognier, and Carl told us that he's thinking about adding Grenache Blanc, Picpoul Blanc, and Tannat in the future. Six different rootstocks are used, depending on the soil and grape variety. There's a cover crop of clover and perennial grasses throughout. We walked past Grenache vines on the hill near the tasting room, trained in the gobelet style that we'd seen in other vineyards in the area. Farther up the hill is a block of Primitivo as well as some Syrah. After coming back down to the base of the hillside, we walked along and could clearly see the distinctly different-looking vines of the various grape varieties on the slopes above.

Some estate fruit was harvested starting with the '08 vintage. Caliza sources non-estate fruit mostly from other vineyards within a one-mile radius of their property – looking for vineyards that have a similar planting style, a south-facing hillside location, and are farmed by a winemaker. The Bowkers also source Cabernet from a separate property of theirs on Peachy Canyon Road, where their house is located. They plan to sell some of the fruit from the new estate vineyard over the next few years but they'll see how things go – and as the vineyard matures they expect to use more and more of that fruit in their wines.

Back in the tasting room, Carl started pouring us some of Caliza's current releases, along with a couple of wines to be released in the coming months. The wines are currently made at the Booker winery next door, but Carl said they are planning to build own production facility. 2006 was their first vintage, and they're making around 1,000 cases per year now. Carl expects the production will grow gradually but he doesn't want to have it get too large. The winemaking is pretty straightforward. Most of the red wines see around 50% new oak, mainly using Meyrieux, Hermitage, and a few other coopers.

We tasted through most of the Caliza line-up, with the exception of their sold-out Rosé. Their initial releases have been well-received. The "Azimuth" GSM blend is a wine that has generated some buzz. The blend for this wine will change from year to year, and may include other varieties in the future as well. Carl noted that "azimuth" can be defined as a point of deviation or change of direction, so he thought it was appropriate as a reference to the change in his and Pam's lives that led them to this venture.

Caliza looks to be another Westside Paso winery that could make a splash in the coming years. The wines are big and bold to be sure, but there's a sense of refinement that makes them particularly appealing and already starts to set them apart. It will be interesting to see what direction their upcoming releases will take, especially once they start using more fruit from their own vineyard. They'll certainly be worth keeping an eye on.

Penman Springs Vineyard / James David Cellars

After saying good-bye to Carl, our small group drove back Tasting Notes: Barrel Samples

to Highway 101 and then headed to Paso Robles Wine Services, the large custom crush facility just northeast of town. We met Larry Roberts outside the building, and we followed him in to taste some of the wines he's making for Penman Springs and James David.

'09 Penman Springs Rosé, Paso Robles: A Rosé of Syrah, the fruit was picked specially for the Rosé and was lightly crushed and then pressed, not a saignée. Light salmon color, pretty aromatics of strawberry and spice, with a slight floral note. Lively and clean with a touch of tannin on the finish.

'08 James David Pinot Noir, Monterey County: Fruit is sourced from the San Lucas area, this sample from a once-used French oak barrel. Light purple color, herbal red fruits and spice, lighter-bodied in the mouth, with medium tannins.

'08 Penman Springs Merlot, Paso Robles: Larry noted this was sourced from a vineyard block using Smart-Dyson trellising. Medium-dark color, black cherry and cedar aromas with spicy undertones. Medium-bodied with nice structure and moderate tannins.

'07 Penman Springs Reserve Cabernet Sauvignon, Paso Robles: From a three-year old Minnesota oak barrel, this will probably have a little Petit Verdot added to the final blend. Medium-dark color, currant, cedar, and mocha on the nose, with hints of spice and tobacco, bigger on the palate than the Merlot with good balance and refined tannins on the finish, nice.

'08 Penman Springs Petite Sirah, Paso Robles: Very dark color, earthy plum and darker fruits, dried herbs, and chocolate. Dense mouthfeel and big chewy tannins.

'08 James David Syrah, Penman Springs Vineyard, Paso Robles: Medium-dark color, smoky plum and blueberry aromas, with some pepper and grilled meat notes, fairly full-bodied with medium tannins.

'06 James David Syrah, Central Coast: 53% Penman Springs Vineyard, 46% Cedar Lane Vineyard, 1% Eaglepoint Ranch (Larry noted the Eaglepoint component is from topping the barrels). Medium-dark reddish-purple color, white pepper, plums, and herbs on the nose, dense mouthfeel with more spice and earth notes coming through, along with some oak undertones, and a big, grippy tannic finish, could use some bottle age but should be quite nice.

'06 James David Syrah, Eaglepoint Ranch, Mendocino County: A bit darker purple color, smoky ripe blackberry fruit leads off, with touches of spice, mocha, and oak. Somewhat smoother with more refined tannins than the Central Coast bottling. This should be another good Syrah from Eaglepoint fruit.

'08 Penman Springs Port, Paso Robles: 67% Petite Sirah, 33% Petit Verdot, about 20% alcohol and 12% residual sugar. Ripe plum/prune, brown sugar, pepper, and chocolate, rich and dense in the mouth with the sweetness balancing out the tannins nicely on the finish. A tasty Port-style wine.

Larry has been around the Paso Robles wine scene for a long time, first making home wine there in 1980. He has a degree in graphic design, and he's also a fine photographer – especially noted for photos of race cars and drivers. And he's known to some as "Dr. Fermento" – a pen name he used in the past when writing a local newspaper wine column. His first wines were from an old vineyard that some friends owned on Peachy Canyon Road, where they grew Zinfandel and Alicante Bouschet. He continued making home wine with friends from the Cal Poly Graphics Department where he worked at the time. His first commercial wines were made for the Rio Seco label in the mid-'90s, with a '96 Cherry Vineyard Zin being particularly notable.

Larry is now the winemaker for Penman Springs, where he started working in 1998. He also makes wine for Vista del Rey, as well as for James David (more on that label below). Penman Springs is located on the Eastside of Paso Robles, and their estate vineyard produces Cabernet Sauvignon, Merlot, Syrah, Petite Sirah, and Muscat Blanc. Larry made the wines at their own facility up until 2003, when the production was moved to Paso Robles Wine Services. With more up-to-date equipment available there, Larry is now able to do some things he wasn't able to do as easily at their old facility, such as longer cold soaks and more extended macerations.

In 1999, Larry started his own label, Caernarvon Cellars. The name changed to Redline with the '04 vintage, and has now gone through another

transformation, with the wines becoming part of the James David Cellars brand. Owned by David and Kathleen Cole (David's uncle is Penman Springs owner Carl McCasland), James David is the label that Larry's wines from his later Redline days are being bottled under. His '05 Syrahs – in barrel for about 3½ years before bottling – are part of their current line-up, and he expects that the '06 Syrahs will be bottled soon. Larry continues making new wines for James David, and we tasted a couple of those barrel samples.

Most lots that Larry makes are tank-fermented, where he feels he is better able to control the fermentations. A variety of barrels are used for aging, including some Hungarian oak and a good deal of three-year air-dried Minnesota oak – the barrel samples we tasted certainly did not have the usual "American oak" character to them. Most wines see around 30% new oak, with more for the Penman Springs reserve wines. Among the wines Penman Springs makes are Cabernet Sauvignon, Merlot, a Meritage blend, Syrah, Petite Sirah, dry Muscat, and a couple of dessert wines.

Larry had chosen a number of barrel samples he wanted us to try, but found that the barrels had been moved a bit since the last time he'd been there – apparently not an unusual occurrence at large custom crush facilities. Remarkably, even with the barrels stacked five high, he was able to find the ones he was looking for close to floor level. We tasted a good cross-section of wines from both Penman Springs and James David labels.

Tasting through barrels with Larry is always fun. He's had his ups and downs with his own labels, but his wines have been solid throughout. Somehow, the Penman Springs wines always deliver more than I expect, and the Cab and Port we tasted were especially nice. It's good to see Larry get his '05 Syrahs out under the James David label, and hopefully the '06s won't be in barrel too much longer before they hit the market too. It should be interesting to see what the focus of the James David wines will be as the brand develops.

Hug Cellars

John and Boyce needed to take off after our visit with Larry Roberts, but Al, Eric, and I made one more stop at Hug Cellars before driving home. Augie Hug was behind the tasting bar, and had most of his current releases open. We'd tasted some of them at HdR, so we stuck to a few wines that Augie had not poured at the event.

Tasting Notes: Current Releases

'09 "XOXO" Rosé, Central Coast: Medium pink color, aromas of watermelon and red fruits with a little spice, a bigger style of Rosé with a smooth mouthfeel and a subtle tannic bite on the finish.

'07 "el Magnifico" Zinfandel, Paso Robles: From three barrels of Cushman Vineyard Zinfandel that received additional barrel aging, 30 months total. Medium-dark color, with ripe, spicy raspberry and boysenberry fruit. More restrained than many typical Paso Zins, not as big or jammy, medium-bodied and smooth on the palate, and not too tannic.

'08 Cabernet Sauvignon, Booker Vineyard, Paso Robles: Inky dark color, intense plum/blueberry fruit with cedar, tobacco, and herb notes along with sweet oak undertones. Rich yet not heavy in the mouth, with big but refined tannins, very nice.

Paso Robles - April 29, 2010

'08 "Enorama," Central Coast: Made for the Hug wine club in an Amarone style (the name is "Amarone" spelled backwards), this is a blend of Syrah, Grenache, Mourvèdre, and Pinot Noir, and fermented dry. Medium-dark color, very ripe red fruits on the nose along with loads of spice. Big but not dense on the palate, with very good structure and finish. I was surprised how much I liked this wine now that it's in the bottle, more than I liked a barrel sample I tasted in January.

I've visited Hug Cellars many times over the years – most recently doing some barrel tasting there in January – so not much more needs to be said about them here. As with Paso Robles Wine Services, the winery is in a warehouse type of building, far removed from the bucolic scenery surrounding other wineries we visited on our travels. But since Augie doesn't have his own vineyard – purchasing all his fruit from various growers – a place like this to produce the wine makes perfect sense.

The new Hug releases continue the style that Augie has staked out over the years. Ripe yet well-structured, they have immediate appeal but most are really built to age. The "Enorama" Amarone-style wine is a fascinating experiment – maybe Augie will try something like this again. And the Booker Vineyard Cabernet is one of the tastiest Paso-area Cabs I can recall trying. Although the line-up of wines has been changing from mainly varietals and is now featuring more blends, the new wines have remained true to the Hug style.

After saying good-bye to Augie, Al, Eric, and I grabbed a quick lunch at a local taqueria before starting our drives back to the Bay Area. Hospice du Rhône weekend is as much about seeing old friends, making new ones, sharing good food and wine, and visiting new places as it is about the seminars and tastings of the event itself. HdR weekend is the wine trip I look forward to more than any other each year, and this year's trip once again lived up to expectations. As always, thanks to everyone that we visited for being so generous with their time and their wine!

[Additional Reviews & Journals from Ken Zinns]

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Mail & Comments - Grape-Nutz
Updated 5.30.10

Wine Spectator

james laube's wine flights

A Clean Hit From Paso Robles

Posted: Nov 8, 2007 1:43pm ET

Each new day brings at least one new label, and two of the wines that stood out in yesterday's blind tasting came from a name that's new to me: Terry Hoage Vineyards.

The wines alone would have merited mention. But after the bags came off and I had a chance to look at the labels I noticed one had "46" on the side and I wondered: Could this be a reference to the famous 4-6 defense taught by Buddy Ryan? No. No chance.

But of course it was. Not only that, but Hoage is a former football star, who played for Ryan, and has awesome credentials. He was a defensive back for the University of Georgia from 1980 to 1983 where he was a two-time consensus All-American, and in 1983 finished fifth in the Heisman Trophy voting.

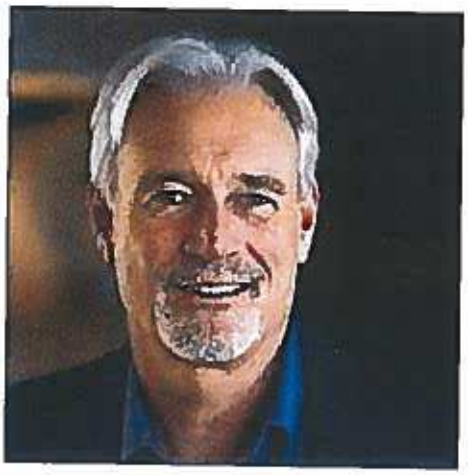
From college he went on to play 13 seasons in the NFL, including stints with New Orleans, Philadelphia, Washington and Houston, before retiring in 1996.

In 2002, Hoage and his wife, Jennifer, purchased a 26-acre vineyard in Paso Robles, Calif., where they now live and make 2,000 cases of wine a year. I liked the 2005s better than the 2004s, which I reviewed last year.

Along with the 2005 Grenache-Syrah 46 ($45, 750 cases), which is dark, with juicy wild berry, mineral and spicy notes, they offer a 2005 Syrah called The Hedge. I liked it even better, with an unusual chunky wild berry and blackberry core of flavors. The Hedge refers to a pruning method and the fabled feature of the Georgia Bulldogs stadium.

The Pick, which I assume refers to an interception, didn't wow me as much. It's $38, with 300 cases made, offering a mix of herb, bell pepper and dried currant flavors.

Yet another winner worth watching from Paso Robles.



James Laube

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A FIRST LOOK AT OUR EDITORS' MOST EXCITING NEW WINES

Vol. 7, No. 20 | May 18, 2011

Wine Spectator Insider

Marvin R. Shanken *Editor and Publisher*

A Members-Only, Weekly Publication

A 97-POINT SYRAH LEADS THIS WEEK'S *WINE SPECTATOR INSIDER*, which highlights some of the best new releases of white Rhône blends, California Rhône-style reds and a variety of Washington types.

A wealth of renowned producers, up-and-comers as well as venerable old houses, appear here. Grenache and Syrah bottlings from Sine Qua Non are reviewed (see the June 15, 2010, issue of *Wine Spectator* for more on Sine Qua Non and owner Manfred Krankl), as well as releases from other California Rhône practitioners like Carlisle, Terry Hoage, Keplinger and Tablas Creek.

Over in the Rhône Valley proper, the whites of Château de Beaucastel and Alain Jaume entice. Betz, Cayuse and DeLille are representative of the Washington producers featured; read the Dec. 15, 2010, issue of *Wine Spectator* to learn more about how these wineries are bringing elevated quality to Washington wines. Five classic wines round out a strong lineup; they are this edition's Hot Wines, on page 4.

CALIFORNIA

TERRY HOAGE

5 Blocks Cuvee Paso Robles 2008

93 points | $48 | 280 cases made | Red

Pure, clean, ripe and grapey aromas gain depth and complexity, with tiers of juicy black cherry, wild berry, plum and floral scents. Full-bodied and supple in texture, with a long, soothing finish. Syrah, Grenache, Mourvèdre and Cinsault. Drink now through 2018.—*J.L.*

KEPLINGER

Grenache Knights Valley N=1 2007

93 points | $70 | 60 cases made | Red

Firm and structured, with an enticing mix of mineral, dried berry, sage and floral scents. Medium- to full-bodied, ending with a nice burst of layered black cherry, blackberry, nutmeg and spice. Drink now through 2017.—*J.L.*

KEPLINGER

Syrah Knights Valley Kingpin Rows 2008

93 points | $50 | 135 cases made | Red

Firm and concentrated, with dried berry, roasted coffee, mineral, cedar, tar and tobacco character. Medium- to full-bodied, gaining weight and depth on the finish, where the flavors fold together nicely. Ends with subtle flavor nuances. Drink now through 2018.—*J.L.*

KULETO

Syrah Napa Valley 2008

93 points | $40 | 816 cases made | Red

Big, ripe and grapey, yet polished and elegant, delivering tiers of full-bodied blackberry and wild berry flavors up front. Yet this is a graceful wine, pushing out rich berry character, with mocha and savory herb notes. Drink now through 2018.—*J.L.*

SINE QUA NON
Syrah California B 20 2008
93 points | $145 | 1,320 cases made | Red

Fresh, rich and vibrant, with a medley of cranberry, spice, pepper, wild berry, blueberry and mineral notes. Full-bodied and supple in texture, ending with game meat and dried berry flavors supported by firm, spicy tannins. Drink now through 2020.—*J.L.*

TABLAS CREEK
Côtes de Tablas Paso Robles 2009
93 points | $30 | 1,050 cases made | Red

Charmingly fruity, supple and fun to drink, exhibiting ripe plum, black cherry and wild berry fruit that's smooth and layered, with a long, fruity finish. Grenache, Syrah, Counoise and Mourvèdre. Drink now through 2017.—*J.L.*

BEDROCK
Syrah Carneros Hudson Vineyard North Pleine de Chêne 2009
92 points | $40 | 100 cases made | Red

Sleek and complex, with juicy wild berry, mineral, roasted herb, sage, tea and cedar notes. Full-bodied, elegant and polished, with a dash of smoky, toasty oak folding in on the finish, giving this one more dimension. Drink now through 2018.—*J.L.*

BEDROCK
Syrah Carneros Hudson Vineyard North T-Block 2009
92 points | $40 | 172 cases made | Red

A supple, graceful, layered wine, with finesse to match its range of flavors and balance. Exhibits roasted herb, dried berry, espresso, coriander seed and sage notes, with a complex finish. Drink now through 2018.—*J.L.*

TENSLEY
Syrah Santa Barbara County Tierra Alta Vineyard 2009
90 points | $38 | 225 cases made | Red

A stylish wine that's more like Grenache than Syrah, this is floral, with tart, high-toned cranberry, sour cherry and raspberry fruit that's trim and focused, with a long, clean finish. Drink now through 2018.—*J.L.*

FRANCE
Rhône

CHÂTEAU DE BEAUCASTEL
Châteauneuf-du-Pape White 2009
93 points | $108 | 2,000 cases made | White

A bold, broad style, with gorgeous green fig, pear and melon flavors laced with heather honey and glazed peach notes on the rich finish. Extra persimmon, hazelnut and brioche notes fill in the background, giving added dramatic effect. Drink now through 2018.—*J.M.*

LAURENT FAYOLLE
Hermitage White Les Dionnières 2009
91 points | $79 | 25 cases imported | White

Rich yet racy, with distinctive Asian pear, white peach and chamomile notes backed by a long finish of salted butter. Shows nice buried minerality. Drink now through 2013.—*J.M.*

DOMAINE LA ROQUÈTE
Châteauneuf-du-Pape White Clos 2009
91 points | $44 | 100 cases imported | White

This has layers of creamed peach and Cavaillon melon, but the core is tangy, with green apple, fig and green almond notes that act as a nice foil through the lush finish. Grenache Blanc, Clairette and Roussanne. Drink now through 2012.—*J.M.*

DOMAINE ALARY
Côtes du Rhône-Villages White Cairanne La Font d'Estévenas 2009
90 points | $21 | 50 cases imported | White

Ripe, with long, lush heather, ginger, creamed peach and Cavaillon melon flavors that glide through the finish. Drink now.—*J.M.*

ALAIN JAUME
Châteauneuf-du-Pape White Domaine Grand Veneur 2009
90 points | $47 | 100 cases imported | White

Very pure, with long quinine, white peach, green melon and yellow apple flavors and a long, stylish finish. Drink now through 2012.—*J.M.*

ALAIN JAUME
Châteauneuf-du-Pape White Domaine Grand Veneur La Fontaine 2009
90 points | $70 | 125 cases imported | White

This is enticing, with Cavaillon melon, toasted hazelnut, citrus oil and crème fraîche notes on a full-bodied frame. Drink now through 2012.—*J.M.*

WASHINGTON

COUGAR CREST
Cabernet Franc Walla Walla Valley 2007
93 points | $36 | 1,323 cases made | Red

Lithe and silky, this is remarkably subtle in the way it balances rich, bright currant, guava and rose petal flavors against a powerful structure, but with a refinement and seductiveness that's hard to find. Drink now through 2017.—*H.S.*

DEN HOED
Andreas Wallula Vineyards Horse Heaven Hills 2007
93 points | $80 | 231 cases made | Red

Polished, generous and seductive, offering a lovely mouthful of blackberry, plum and mineral flavors. Hints at herbs and spices as the finish wraps up with a deft balance. This has power and grace. Cabernet Sauvignon. Drink now through 2017.—*H.S.*

MARK RYAN

Syrah Yakima Valley Lost Soul Les Vignes de Marcoux 2008

93 points | $45 | 75 cases made | Red

Ripe and spicy, beautifully open in texture to let the blackberry, pomegranate and floral spice nuances come through vividly, finishing with fine tannins. Drink now through 2016.—*H.S.*

BETZ

Cabernet Sauvignon Columbia Valley Père de Famille 2008

92 points | $60 | 950 cases made | Red

Supple and inviting, a distinctive style that features a strong mineral note weaving through berry and spice flavors, finishing with polish and savory character. This has personality and grace. Drink now through 2018.—*H.S.*

CAYUSE

Cabernet Sauvignon Walla Walla Valley The Widowmaker En Chamberlin Vineyard 2008

92 points | $70 | 233 cases made | Red

Black olive, tar and deep currant and spice flavors make up the flavor profile of this polished, generous, mouthfilling Cabernet. Distinctive and harmonious. Drink now through 2016.—*H.S.*

CAYUSE

Flying Pig Walla Walla Valley 2008

92 points | $75 | 231 cases made | Red

Smooth and rich, offering a distinctive mouthful of black olive-accented blackberry and rose petal flavors that ride easily on a bed of polished tannins. Finishes with irresistible charm. Cabernet Franc and Merlot. Drink now through 2015.—*H.S.*

DELILLE

Chaleur Estate Red Red Mountain 2007

92 points | $70 | 950 cases made | Red

The tannins are a tad prickly, but this is ripe and generous, striking a compelling balance between dark fruit-mainly black cherry-and roasted red pepper notes, mingling on the focused finish. Cabernet Sauvignon, Merlot, Cabernet Franc and Petit Verdot. Best from 2012 through 2017.—*H.S.*

SPARKMAN

Ruby Leigh Columbia Valley 2008

92 points | $42 | 195 cases made | Red

Supple and generous, this big wine is nicely framed with fine tannins around a core of black cherry, coffee, dark chocolate and spice flavors. Finishes with an almost silky finesse. Merlot, Cabernet Franc, Cabernet Sauvignon, Malbec and Petit Verdot. Best from 2013 through 2018.—*H.S.*

CÔTE BONNEVILLE

Carriage House DuBrul Vineyard Yakima Valley 2007

91 points | $50 | 950 cases made | Red

Firm in texture, with mint-accented blackberry and currant ripeness pushing through a swarm of chewy tannins to persist on the fine-grained finish. Needs food, or time in the cellar. Cabernet Sauvignon, Merlot and Cabernet Franc. Best from 2013 through 2017.—*H.S.*

MILBRANDT

Sentinel Northridge Wahluke Slope 2007

91 points | $55 | 400 cases made | Red

Supple, broad and generous with its cherry and spice flavors, a tobacco note adding depth as the finish persists nicely. Cabernet Sauvignon, Merlot, Petit Verdot and Malbec. Drink now through 2014.—*H.S.*

RIVERAERIE

Merlot Columbia Valley 2008

91 points | $20 | 187 cases made | Red

Polished tannins coat the mouth around a supple core of black cherry and tar flavors, with a hint of rosemary, that strike a deft balance as the finish sails on impressively. Best from 2013 through 2018.—*H.S.*

SAVIAH

Big Sky Cuvée Columbia Valley 2007

91 points | $35 | 632 cases made | Red

A strong mint note runs through the ripe black cherry and tobacco flavors, nicely filling the rich texture and then exiting gracefully on the fine-grained finish. Merlot, Cabernet Sauvignon, Cabernet Franc, Malbec and Petit Verdot. Drink now through 2015.—*H.S.*

SINEANN

Cabernet Sauvignon Columbia Valley 2008

91 points | $30 | 440 cases made | Red

Ripe and polished, a plush-textured package of sweet plum, blueberry and cherry fruit playing against fine tannins, persisting impressively on the generous, open-textured finish. Drink now through 2016.—*H.S.*

MARK RYAN

Mourvèdre Red Mountain Crazy Mary 2008

90 points | $45 | 170 cases made | Red

Fresh and focused, delivering a supple mouthful of blueberry, rare game, pepper and sweet spice notes that linger effortlessly on the refined finish. Drink now through 2014.—*H.S.*

WALLA FACES

Syrah Walla Walla Valley Frank 2007

90 points | $25 | 265 cases made | Red

Supple, generous and deftly balanced to play its blackberry and wild blueberry fruit against earthy notes, finishing with drive and finesse. Drink now through 2015.—*H.S.*

HOT WINES

These are the most exciting discoveries from our editors' most recent tastings, published exclusively in *Wine Spectator* Insider. They are high-scoring, low-production wines from around the world that may be difficult to find, but are worth seeking out.

CARLISLE

Syrah Sonoma County 2009

97 points | $25 | 391 cases made | Red

An amazingly gorgeous wine, pure, rich, layered, complex and elegant, with a dense, graceful mix of black fruits, espresso, herb, sage, mineral and tobacco. Yet for all its expansive fruit flavors, what's most striking is the finesse and balance this wine exhibits. Drink now through 2022. *From California.—J.L.*

TERRY HOAGE

Syrah Paso Robles The Hedge 2008

95 points | $48 | 380 cases made | Red

Serves up a potent mix of complex flavors built around roasted herb, game meat, wild berry, blueberry and blackberry. Full-bodied, elegant and supple-textured, gaining depth and velocity on the finish, where the flavors are both expansive and delicate. Drink now through 2019. *From California.—J.L.*

CHÂTEAU DE BEAUCASTEL

Châteauneuf-du-Pape White Vieilles Vignes 2009

95 points | $185 | 500 cases made | White

Dense and rich, with creamed yellow apple, sweetened butter, glazed pear and Cavaillon melon notes all woven seamlessly together and gliding through the very long finish. Shows gorgeous purity and length. Drink now through 2020. *From France.—J.M.*

SINE QUA NON

Grenache California The Line 2008

95 points | $145 | 778 cases made | Red

Smooth, rich, complex and layered, offering juicy, racy red currant, raspberry and boysenberry notes, with shades of pepper and spice. Full-bodied, deep and focused, ending with a long, pure, elegant, engaging finish that keeps the fruit front and center. Drink now through 2020. *From California.—J.L.*

JACOB TOFT

Sarah's Cuvée Paso Robles 2007

95 points | $40 | 246 cases made | Red

Bursting with fresh, ripe, rich, juicy dark berry flavors, with floral scents and notes of mineral, sage, fresh earth and lead pencil. An altogether deep and polished effort, with a long, persistent finish. Syrah and Grenache. Drink now through 2018. *From California.—J.L.*

WINE SPECTATOR'S TASTERS

The Most Experienced Team of Wine Journalists in the World

***Wine Spectator*'s tasting staff includes 12 people in two offices. They work together to review more than 18,000 wines each year, more than any other publication. Together, our six senior tasters count more than 140 years of tasting experience.**

We always taste wine blind in our offices in Napa and New York. This is your guarantee that our reviews are fair and objective, and that a wine's reputation or price does not influence its score. Each editor specializes in the wines of specific regions; their initials identify the taster of each wine reviewed. We score wines using the 100-point scale, explained below.

James Laube Senior editor, Napa
Joined *Wine Spectator* in 1983. Tasting beat: California

Kim Marcus Managing editor, New York
Joined *Wine Spectator* in 1988. Tasting beat: Austria, Greece, Port, Portugal, Southern France

Thomas Matthews Executive editor, New York
Joined *Wine Spectator* in 1988. Tasting beat: New York, Spain

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Wine Spectator's 100-Point Scale	
95–100	Classic
90–94	Outstanding
85–89	Very good
80–84	Good
75–79	Mediocre
50–74	Not recommended

Wine Spectator

2011 Vintage Report: California

A first look at vintage quality in California, with eyewitness reports from growers and winemakers

Posted: November 17, 2011

This is the fourth of *Wine Spectator*'s reports on the 2011 vintage in the northern hemisphere. All this week, we'll be bringing you harvest details from winemakers throughout Europe and North America.

The 2011 growing season was simply nasty for many California winegrowers. Cool weather up and down the coast slowed ripening. An April frost shrank yields in the Central Coast, while heavy rains in October threatened Sonoma and Napa with rot. For some, a sunny latter half of October saved the day. For others, it was too late. As for final quality in the bottle—it's too early to know. But here's a sneak peek.

Daniel D'Agostini

Cabernet Sauvignon grapes await crush at a Sierra Hills winery.

- Anderson Valley
- Napa Valley
- Paso Robles
- Santa Barbara
- Sonoma

Anderson Valley

Black Kite's Jeff Gaffner summed up the 2011 harvest in Anderson Valley when he consoled a young colleague with these words: "This is the year that will make you a winemaker."

Anderson Valley, the premier wine region in Mendocino County, faced myriad challenges. A cool and wet spring delayed the growing season and summer temperatures rarely rose above 90° F. By the beginning of September, the season was lagging weeks behind the norm. But sun and 90-plus temperatures finally arrived mid-month, jumpstarting harvest for early ripening grapes such as Gewürztraminer and Pinot Noir, particularly for grapes destined for sparkling wine.

Just when things looked brighter, a major storm brought more than an inch of rain starting Oct. 3. After a few days of sun, another storm swept through Oct. 10, bringing hot, humid conditions with it. "It was this warm, tropical downpour," said Navarro winemaker Jim Klein. "I didn't sleep that night because I knew what I was going to see the next day."

Botrytis, which had been a problem all season due to the soggy spring, exploded throughout the vineyards. "I walked through all our vineyards the next day and it just got worse as the day went on," Klein said.

In hindsight, Klein was glad he harvested most of his Pinot Noir before the rain. "They have lower sugars than we normally see. Most of the Pinot looks to be about 12.5 to 14.5 percent alcohol, and normally it's like 13.5 to 15.2."

Harvest 2011:

Friday, November 18, 2011
2011 Vintage Report: United States

Wednesday, November 16, 2011
2011 Vintage Report: Europe

Tuesday, November 15, 2011
2011 Vintage Report: Italy

Monday, November 14, 2011
2011 Vintage Report: France

Friday, October 28, 2011
Spotty Describes California's 2011 Harvest

Thursday, October 27, 2011
California's 2011 Harvest Drags On

Friday, October 14, 2011
Will California Grapes Rot on the Vine?

Tuesday, October 11, 2011
Oregon Vintners Wait for Harvest ... And Wait

Friday, October 7, 2011
Nail Biting in Oregon

Wednesday, September 28, 2011

At Black Kite, Gaffner let the Pinot hang through the rain on the estate vineyard. "It's a hillside vineyard and the soils are well-drained," Gaffner said. In the end, the Pinot "is still a bit green," he said. "The wines are going to be a lot more elegant. Alcohols will be a lot lower."

Chardonnay was another story. "Chardonnay," Gaffner said, "got the hell kicked out of it." Klein estimated that "60 percent of the Chardonnay in the valley was wiped out in a 48-hour period." Sorting out diseased fruit was the biggest task after the rain. Young and inexperienced growers were caught off guard by the magnitude of the problem, the winemakers said. A few vineyards were 100 percent loss.

Despite the challenges, vintners remain optimistic about the fruit they brought into the winery, but admit that Anderson Valley was clearly a mixed bag in 2011. "It was one of those years they have in Burgundy on a regular basis," Klein said.

—Tim Fish

Napa Valley

Here's one word Napa growers never want to hear in the same sentence with Napa Valley Cabernet: botrytis. Noble rot works magic with dessert wines, but not with the valley's premiere red wine. While no one in Napa made Cabernet with botrytis-affected grapes, the fact that it spread through vineyards, forcing grapes to be left on the ground, shows how hard 2011 was.

Cabernet thrives in the warm, dry weather that is the Napa norm but was AWOL in 2011. There simply wasn't enough heat to turn the tables on a year that tested winegrowers at just about every turn, from a cold, wet spring, a late fruit set, a mild summer and a harvest that dragged on into November, bedeviled by rain and rot. "It was a horrible year for Napa Cabernet," said Chuck Wagner of Caymus Vineyards.

Chris Leschinsky

A vineyard worker harvests grapes at Niner Estates in Paso Robles.

The cool spring weather hampered fruit set, when flowers turn to berries, in most vineyards reducing the crop by about half compared to normal, Wagner said. "Yields ranged from 0.5 to 3.5 tons per acre," he said. Yet "oddly the low-yielding vines did not ripen well either."

Rain in October caused further delays and triggered the onset of botrytis in many vineyards. "The weather was like Europe," said Wagner, so much so that he flew in a French consultant for advice on how best to manage the crop. "To

California Harvest Shifts into High Gear

Monday, September 26, 2011
California's Grapes Are Late to the Table (Again)

Wednesday, September 21, 2011
Early Reports on Harvest in the Rhône and Bordeaux

Wednesday, September 14, 2011
You Call This a Harvest?

Wednesday, September 7, 2011
Hail Pounds Bordeaux and the Mosel

Monday, August 29, 2011
Nature Throws Vintners a Changeup

me the quality of fruit ranged widely—one vineyard fine, the next a failure."

"If you start late, you finish late," said Thomas Brown, co-owner of Rivers-Marie and winemaker for a dozen Napa wineries, including Schrader. "No matter how nice the summer was, there was only so much catching up we could do. With the smallest Cabernet crop most of us had ever seen, we thought ripening would speed along but again that was not the case."

Vineyard managers did what they could to save the crop, removing leaves to let more sun in and thinning bunches where possible. But the hot weather that usually comes at harvest didn't arrive. In its place came botrytis in many vineyards. "I admit I'd never seen botrytis in Cabernet and the idea of losing up to half of what was already a really small crop was not very appealing," said Brown.

Philippe Melka, who oversees winemaking at more than a dozen Napa wineries, says the late, cool 2011 harvest reminded him of a rainy year back home—in Bordeaux. In 20 years in Napa, he's never seen botrytis affect Cabernet.

Earlier-ripening grapes such as Sauvignon Blanc, Merlot and Cabernet Franc are showing great character and style, Melka said. The Cabernet quality could be more inconsistent, he said. "I also think that a great selection of Cabernet lots blended with some amazing Merlot and Cabernet Franc could create some very successful wines," he said. "Either way it will clearly be one of the lowest alcohol years in a long time."

Because botrytis-affected grapes were dumped, it won't be rot that holds Cabernet back. It will be lack of ripeness. "I think the lack of ripeness, and not so much the degree of botrytis or other fungal organisms, will be the dominate issue in 2011," said Chris Pedemonte of Colinas Farming Co, a vineyard management company.

Chris Leschinsky

Many California properties harvest at night, keeping grapes cool as they travel to the winery.

While no one is calling it a great vintage, many believe great wines were made, just not enough of them. "I think there will be some exceptional wines, but they won't be because of luck," said Tor Kenward of Kenward Family Vineyards. "They will reflect experienced growers and winemakers who took adversity and turned it to their advantage. I expect a mixed bag."

—James Laube

Paso Robles

"It's been a crazy year," said vintner Scott Hawley of Torrin, recounting an unusually cool year in Paso Robles and a late frost that hurt several vineyards. But it's the low yields that appear to be the big story in Paso in 2011. "We harvested anywhere from 33 percent to 50 percent of our typical production," said Terry Hoage of Terry Hoage Vineyards. "Ouch!"

The frost, which arrived April 7, was significant because of how widespread the damage was. Eric Jensen of Booker said that Grenache and Bordeaux varieties seemed to be hit particularly hard. Only Mourvèdre, a late-bloomer, appears unaffected. In addition to cutting yields by up to half, the frost also set the clock back at least two weeks for vintners, as the vines needed to recover and start growing again.

What followed was an unseasonably cool and long growing season, which ended up giving the grapes plenty of hang-time, allowing them to ripen well. Without excessive heat, Jensen said that there was no drying of grapes, "There's a lot more juice in the grapes," he explained.

October brought a sustained period of 85° to 90° F weather, with just a touch of rain. Hawley reported very little rot, as the clusters were loose from the frost damage in the spring. This warm period right before harvest saved the vintage. "I think Mother Nature really bailed us out," said Hawley.

Curt Fischer

Bringing in Cabernet Sauvignon on Howell Mountain in Napa Valley.

For most growers, harvest was about four weeks behind schedule. It started well, but as it stretched into November, it became more hectic. "We started to run out of calendar days," explained Hawley, and juggling timing and picking crews led to 24-hour workdays.

The resulting wines are promising. "So far, sugars have been lower than we typically see," said Denner's Anthony Yount. "But flavors, concentration and power are very impressive. Syrah is exhibiting powerful dark notes of violet, tar, blood and black tea, while Grenache is spicy, fruity and tannic."

Jordan Fiorentini, winemaker at Epoch Estate, agreed. "Wines won't have the super-jammy, ultraripe Paso fruit, but will be balanced in alcohol, acid and tannins."

—MaryAnn Worobiec

Santa Barbara

Vintner Brandon Sparks-Gills calls the 2011 vintage in Santa Barbara a "Cinderella year," full of challenges but with a storybook happy ending. But getting there meant grappling with a cool season, threats of botrytis and a devastating frost.

The season began with a late frost in April that inflicted heavy damage in the vineyards. "We have never had such extensive damage from frost in the last 18 years we have been growing," said vintner Steve Beckmen. But frost wasn't the only factor that shrank yields. Intense winds over a three-week period during bloom damaged flowers. By the end of harvest, vintners were reporting yields of 10 to 75 percent below normal.

After the winds, cool temperatures arrived and continued throughout summer, with August and September dominated by

foggy conditions. "We just could not get rid of the marine layer this year," said Beckmen. "Normally June and July are the foggiest months but this year it extended into August and September."

Sara Sanger

Sorting Pinot Noir grapes as they arrive at Kosta Browne in Sonoma County.

Botrytis, triggered by mild September rains, further reduced yields. Brian Loring of Loring Wine Co. reported higher than normal levels of botrytis in some of his Pinot Noir. "Basically any stuff that got rained on," he explained. "There are some varieties that handle rain pretty well—but Pinot isn't one of them. That doesn't mean that all the fruit was bad, it just meant you had to sort out a lot more clusters than normal. And in a year where yields were already down due to frost and the cold weather, sorting out that much fruit really hurt."

Thankfully, October brought ideal weather for slow ripening, giving the grapes plenty of hang time. And the consensus is that the low yields are resulting in high quality, with tiny berries and clusters that are intensely flavored. "The silver lining is that what remained is often amazing. But there's just not that much of it," said Loring.

There's plenty to be optimistic about what grapes are left. "The structure looks fantastic. Everything looks great so far," said Tensley, "The color and extraction are beautiful." Though Pinot Noir crops are particularly small, winemakers are reporting purity of fruit and a brighter profile than in recent years.

"Right now Syrah seems to be the quality leader for us," said Beckman. "We have brought in some very great Grenache as well."

But the whites might be the standout in 2011. "The Sauvignon Blanc this year is off the charts good," said Doug Margerum of Margerum Wine Company. "Nothing underripe and nothing overripe. Stunning intensity and rich mouthfeel already at this young stage."

—M.W.

Sonoma

For the third year in a row, Sonoma County was hammered by major rainstorms during harvest, testing the mettle of even the most seasoned winemakers. "I've been in the business for 36 years and this one of the worst vintages I've ever seen," said Fetzer winemaker Dennis Martin.

The growing season got off to a late start because of an unusually wet and cool spring. Then in early June, when many vines were in bloom and pollinating, one final big storm hit, stunting the size of the crop and creating uneven growing patterns in many vineyards. Summer temperatures were cool, rarely rising above 90° F.

Because of the damp spring, rot and mildew were constant threats in the vineyards. By Labor Day winemakers were biting their nails since most vineyards were weeks behind, but finally in mid-September temperatures reached the mid-

90s for nearly a week.

It was just what winemakers like David Ramey needed. It helped that the vines were generally carrying a small crop, allowing faster ripening. The harvest of Sauvignon Blanc, Pinot Noir and, to some extent, Chardonnay, moved into gear. Ramey was able to bring in about half of his Carneros Chardonnay and most of the warmer-area Russian River Chardonnay after the heat wave.

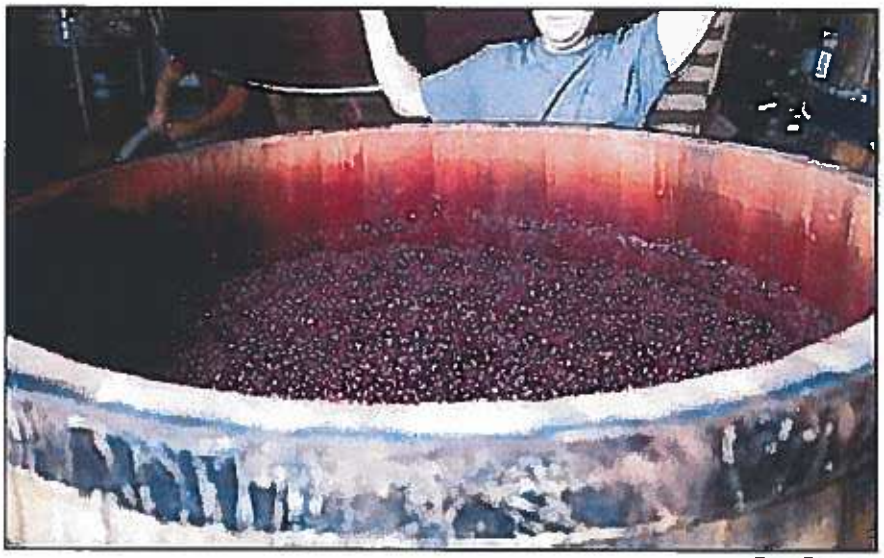
But the hot weather didn't last. In early October, with the forecast calling for significant rain, many growers and winemakers faced a tough choice. Pick before the rain and settle for less than optimum ripening or risk all and hope the grapes would weather the storm.

"A lot of the Chardonnay, especially in Russian River, was just not ready," said Dry Creek Vineyards winemaker Bill Knuttel. Varieties such as Syrah, Zinfandel and Cabernet Sauvignon—particularly in cooler regions—were far from reaching optimal ripeness, so there was little choice but to sit out the rain.

In the warm upper reaches of Alexander Valley, Sebastiani winemaker Mark Lyon harvested his Cabernet Sauvignon and Merlot from before the rains. "I feel like I dodged a bullet," Lyon said.

The storm ended up being a one-two punch that arrived with rain and cool temperatures Oct. 3 and over the course of several days dumped nearly 2 inches of rain on parts of the county. Then, after a few days of sun, another storm arrived Oct. 10, and while it didn't pack much rain, it was a warm, tropical storm. "The last rain was especially devastating as it was warm advection rain," said Carlisle winemaker Mike Officer. "The higher temperatures and humidity caused rot to literally appear overnight."

How the vineyards fared after the rain is hard to generalize. As Officer put it, "So much of it depends on the particular vineyard, farming practices, timing and, in some cases, even luck, or lack thereof."



Sara Sanger

Sonoma Pinot Noir awaits in an oak fermentation vat.

Williams Selyem's Bob Cabral harvested most of his Russian River Pinot Noir before the rain but was forced to leave the majority of his Chardonnay hanging. "I lost about 40 percent of my Drake Estate Chardonnay due to botrytis after the rains, same with Heintz and Hawk Hill vineyards Chardonnays," Cabral said. So far, he says, the Chardonnays and Pinots from his Russian River vineyards taste elegant and ripe, and carry less alcohol than recent vintages.

Winemakers report that in some instances even typically hearty grapes like Cabernet Sauvignon became so engorged by the rain that they literally cracked open while on the vine. "They just burst open in your hand," Knuttel said. Careful sorting of the grapes was a must in order to weed out grapes with botrytis. That only cut into what was already a small crop.

Warm and sunny weather followed into early November, which allowed for a bit more ripening, but for the most part harvest finished within a few weeks of the rain. A new phrase entered the winemaking vernacular: "mercy pick." Some vineyards were as ripe as they'd ever be. Might as well pick.

—*T.F.*

Member comments 2 comment(s)

Mark Lyon — Sonoma, CA; USA — **November 19, 2011 2:32am ET**

I am profoundly worried how the critics will knock this vintage. Yet, the last Indian Summer in late October thru Nov. 2nd rewarded the Cabernet growers who selected out the botytised clusters and berries. Not a ripe, opulent year. More akin to Bordeaux elegance than Napa strength.

Jason Thompson — Foster City, CA — **November 22, 2011 1:12am ET**

Mark, what year was that?

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Summer Double Issue

JULY 2–JULY 9, 2007

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SLAP SHOT

Get Right Back with the Hanson Brothers

30 YEARS LATER, A BELOVED SPORTS MOVIE LIVES ON, THANKS TO THREE BESPECTACLED GOONS

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THE SWINGIN' A'S | MARIO MENDOZA | ED MARINARO | MO VAUGHN | WILLIE GAULT | PEGGY FLEMING

SMASHINGLY SUBTLE

Once accustomed to crushing ballcarriers, Terry Hoage now crushes grapes for his much-sought-after vintages

TERRY HOAGE'S transformation from highly regarded NFL safety to highly regarded vintner began like a bad joke: "A guy walks into a bar. . . ." In 2000 the guy, Hoage, moved with his wife, Jennifer, and two children from Phoenix (his 13-year career with six teams had ended with the Cardinals in 1996), to California, eventually landing in Paso Robles, a burgeoning wine center two hours north of Santa Barbara. Hoage stopped by a local watering hole and hit it off with a group of thirtysomethings who happened to be oenophiles—"the wine geniuses of Paso Robles," he calls them. Under the guidance of his new friends, Hoage bought a 26-acre plot, where one of the geniuses, Justin Smith, helped him plant vines and provided him with the facilities and equipment to make his wine. Within a few years Hoage had his own 3,000-square-foot winery; his first vintage, in 2005, produced 100 barrels.

ALL PURPOSE Hoage markets, leads tours and even repairs the tractor.

Hoage does everything from marketing his product and leading tours (with Jennifer's help) to fixing the tractor. He produces roughly 2,000 cases a year of wines that bear sly names like The Hedge Syrah, referring both to a pruning technique and to a fabled feature of the stadium at Georgia, where Hoage was an All-America both on the field and in the classroom. (He graduated with a degree in genetics and a 3.8 GPA.) Far from being an aspiring Mondavi, Hoage has capped his production and says he's happy to remain a boutique winemaker. For him the business is less a moneymaking venture than a means to challenge himself. "I tend to get bored pretty easily," he says. "But here I get to be a scientist, an engineer, a marketer—I even taught myself to weld. I can be killing gophers in the afternoon and leading a wine tasting at night!"

—A.D.

what. He leads well-attended tastings in his adjoining bar, Bin 75, named for his number in the NFL. He has even made a few trips to France for research. "Being able to tell a wine's story—that's romantic," Hinton explains. Further proof of his commitment lies in the new $40,000 toy in his bar: a 24-bottle Enomatic dispenser that can auto-pour a glass of wine with the swipe of a credit card. "It's the only one in Georgia," he says, beaming.

The big man from the Chicago suburbs had never tasted wine before he reached the NFL. But a love of food prompted him to develop his palate, and soon he was stopping at specialty wine shops on road trips. He found a fellow enthusiast in Bears safety Dave Duerson, with whom he once shared a $3,000 Chateau Latour. During a detour to Napa Valley on one of his six trips to Hawaii for the Pro Bowl, Hinton started stocking his own cellar, shipping home thousands of dollars worth of wine. After his playing career ended and with "no work experience besides knocking people down," as he puts it, he opened the store with his wife, Mya, in 1999.

Now Hinton is among a growing number of athletes in the wine trade. With wine consumption on the upswing in the U.S., he isn't surprised to see more players getting involved. "The lifestyle these guys live, they're drinking more wine," Hinton says, "and it isn't just the old guys."

Hinton likens the transition from consumer to seller to learning a new football position. "I played outside linebacker one year in college," he says. "The next year I played tight end, the exact opposite position. It made me a better tight end to have played linebacker, and I think I'm a better retailer because I was a consumer for so long. When I'm picking out wines for customers, I'm not talking over them, but to them." □

PETER READ MILLER, JOHN D. ZIMMERMAN (COVER); MIKE POWELL/GETTY IMAGES (INSET)

WINE Terry Hoage Vineyards 2005 The Hedge Syrah, $45 WINEMAKER Terry Hoage, 45, 13-year NFL defensive back *(sidebar)* HINTON SAYS "I like Terry's wines because they're very fruit-forward. In football terms, this one is a defensive tackle. You line up and say, 'Go that way.' It's a big brute, a full-bodied wine with a lot of dark berry fruits and plum through it. It has a lot going on, but it's not completely complex. It's very in-your-face." PAIRING "Something really tasty, a peppered steak with a lot of flavor. Or something gamey. Maybe venison."

WINE Frediani Vineyard 2002 Jean Louis Vermeil Cabernet Sauvignon, $55 WINEMAKER Dick Vermeil, 70, Super Bowl–winning NFL coach HINTON SAYS "Very pleasant with a good fruit to it, leaning toward blackberries with a little plum. I know Vermeil once offered a placekicker a $5,000 bottle of cabernet sauvignon if he made a kick. That's what we call a 'cult wine'. This isn't one of those, but you can drink this while waiting for your $5,000 bottle to mature." PAIRING "Needs a flavorful dish—rack of lamb off the grill with asparagus."

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY			DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 11041001000097			
1. REP. ID. NO. (If any)	CT 80	OR 70	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)**
NJ-I-15214	☐ Domestic ☑ Imported	VISION WINE & SPIRITS, LLC 700 PLAZA DR SECAUCUS NJ 07094
4. SERIAL NUMBER *(Required)*	**5. TYPE OF PRODUCT** *(Required)*	
110044	☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	

EXHIBIT 32
WIT: Hoag
DATE: 10-28-14
NOEL DEGNAN, CSR 6921

6. BRAND NAME *(Required)*	8a. MAILING ADDRESS, IF DIFFERENT
T.H.	
7. FANCIFUL NAME *(If any)* UNDURRAGA	

9. EMAIL ADDRESS	10. FORMULA/SOP NO. *(If any)*	11. LAB. NO. & DATE / PREIMPORT NO. & DATE *(If any)*	18. TYPE OF APPLICATION (Check applicable box(es))
LISA.MEICKE@VISIONWINEANDSPIRITS.COM			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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS 1.5 LITERS 750 MILLILITERS	**13. ALCOHOL CONTENT** 13.5	**14. WINE APPELLATION IF ON LABEL** MAIPO VALLEY	
15. WINE VINTAGE DATE IF ON LABEL 2009	**16. PHONE NUMBER** (201) 210-0400	**17. FAX NUMBER** (201) 319-0660	

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celoseals, corks, etc.) OTHER THAN THE LABLES 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.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
	(Application was e-filed)	

02/10/2011		JEFFREY ALTSCHULER

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
03/03/2011	Nicole C. Burckhardt

FOR TTB USE ONLY

QUALIFICATIONS	EXPIRATION DATE (If any)
STATUS THE STATUS IS APPROVED. CLASS/TYPE DESCRIPTION TABLE RED WINE	

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 3.54 inches W X 2.99 inches H

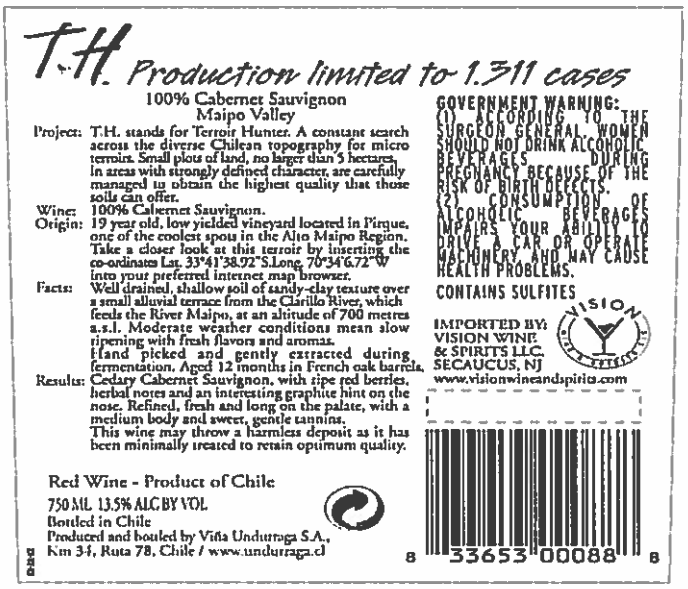
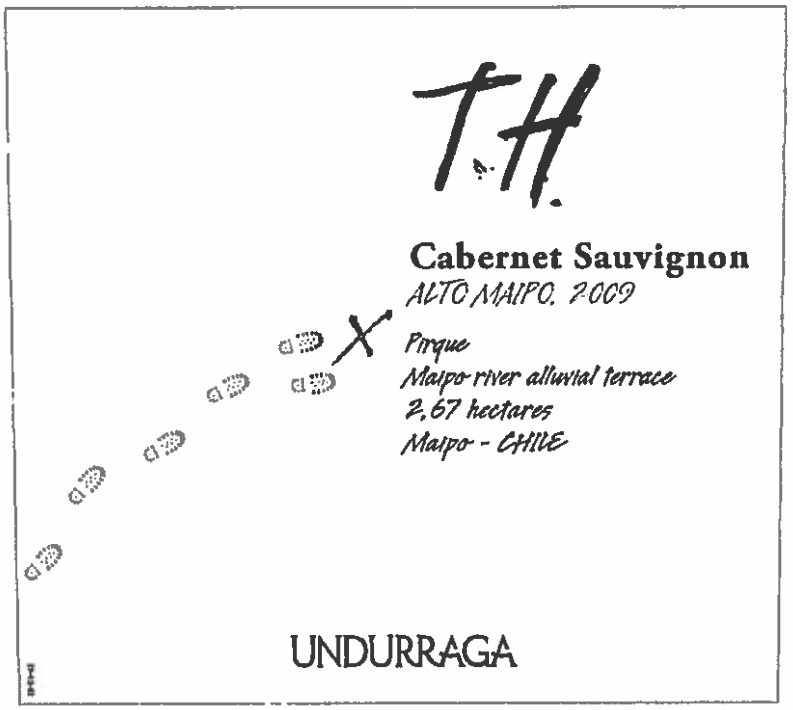


Image Type:

Back

Actual Dimensions: 4.09 inches W X 3.66 inches H



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 11041001000098	
1. REP. ID. NO. (If any) CT 80 OR 70	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)**
NJ-I-15214	☐ Domestic ☑ Imported	VISION WINE & SPIRITS, LLC 700 PLAZA DR SECAUCUS NJ 07094
4. SERIAL NUMBER *(Required)* 110045	**5. TYPE OF PRODUCT** *(Required)* ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	
6. BRAND NAME *(Required)* T.H.		**8a. MAILING ADDRESS, IF DIFFERENT**
7. FANCIFUL NAME *(If any)* UNDURRAGA		

9. EMAIL ADDRESS	10. FORMULA/SOP NO. *(If any)*	11. LAB. NO. & DATE / PREIMPORT NO. & DATE *(If any)*	18. TYPE OF APPLICATION (Check applicable box(es))
LISA.MEICKE@VISIONWINEANDSPIRITS.COM			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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS 750 MILLILITERS 1.5 LITERS	**13. ALCOHOL CONTENT** 13.5	**14. WINE APPELLATION IF ON LABEL** LEYDA VALLEY	
15. WINE VINTAGE DATE IF ON LABEL 2009	**16. PHONE NUMBER** (201) 210-0400	**17. FAX NUMBER** (201) 319-0660	

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celoseals, corks, etc.) OTHER THAN THE LABLES 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.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
	(Application was e-filed)	

02/10/2011		JEFFREY ALTSCHULER

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
03/03/2011	Alexis S. Jewell

FOR TTB USE ONLY

QUALIFICATIONS	EXPIRATION DATE (If any)
STATUS THE STATUS IS SURRENDERED. CLASS/TYPE DESCRIPTION TABLE RED WINE	

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 3.54 inches W X 2.99 inches H

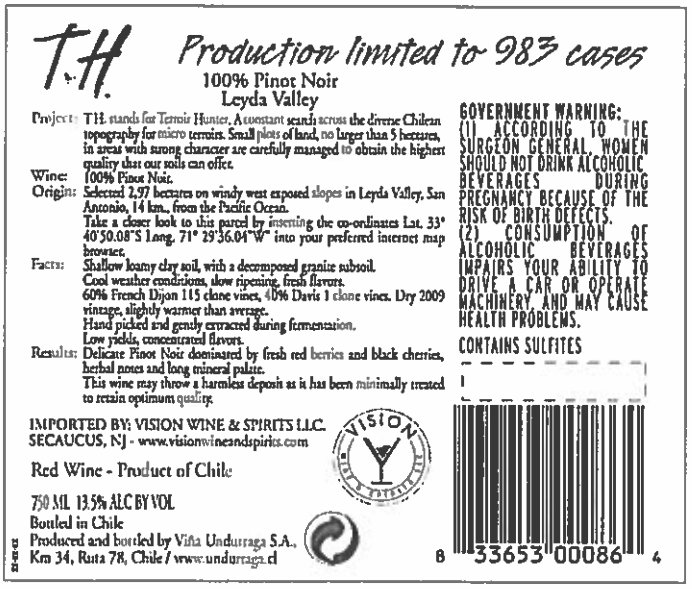
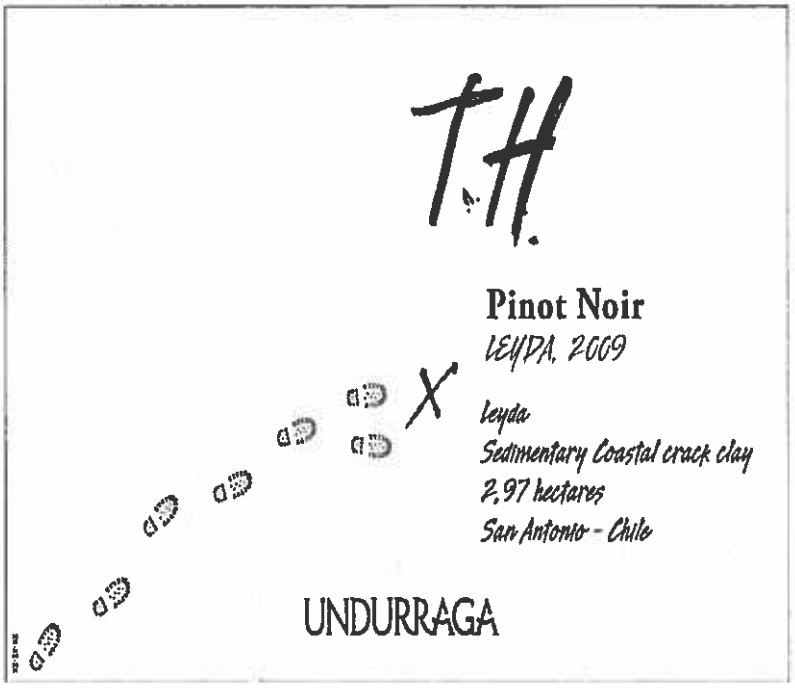


Image Type:

Back

Actual Dimensions: 4.09 inches W X 3.66 inches H



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 11041001000101	
1. REP. ID. NO. (If any) CT 81 OR 70	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)**
NJ-I-15214	☐ Domestic ☑ Imported	VISION WINE & SPIRITS, LLC 700 PLAZA DR SECAUCUS NJ 07094
4. SERIAL NUMBER *(Required)* 110046	**5. TYPE OF PRODUCT** *(Required)* ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	
6. BRAND NAME *(Required)* T.H.		**8a. MAILING ADDRESS, IF DIFFERENT**
7. FANCIFUL NAME *(If any)* UNDURRAGA		

9. EMAIL ADDRESS	10. FORMULA/SOP NO. *(If any)*	11. LAB. NO. & DATE / PREIMPORT NO. & DATE *(If any)*	18. TYPE OF APPLICATION (Check applicable box(es))
LISA.MEICKE@VISIONWINEANDSPIRITS.COM			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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS 750 MILLILITERS 1.5 LITERS	**13. ALCOHOL CONTENT** 13.5	**14. WINE APPELLATION IF ON LABEL** LEYDA VALLEY	
15. WINE VINTAGE DATE IF ON LABEL 2010	**16. PHONE NUMBER** (201) 210-0400	**17. FAX NUMBER** (201) 319-0660	

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celoseals, corks, etc.) OTHER THAN THE LABLES 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.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
	(Application was e-filed)	

02/10/2011		JEFFREY ALTSCHULER

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
03/03/2011	Alexis S. Jewell

FOR TTB USE ONLY

QUALIFICATIONS	EXPIRATION DATE (If any)
STATUS THE STATUS IS SURRENDERED. CLASS/TYPE DESCRIPTION TABLE WHITE WINE	

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 3.54 inches W X 2.99 inches H

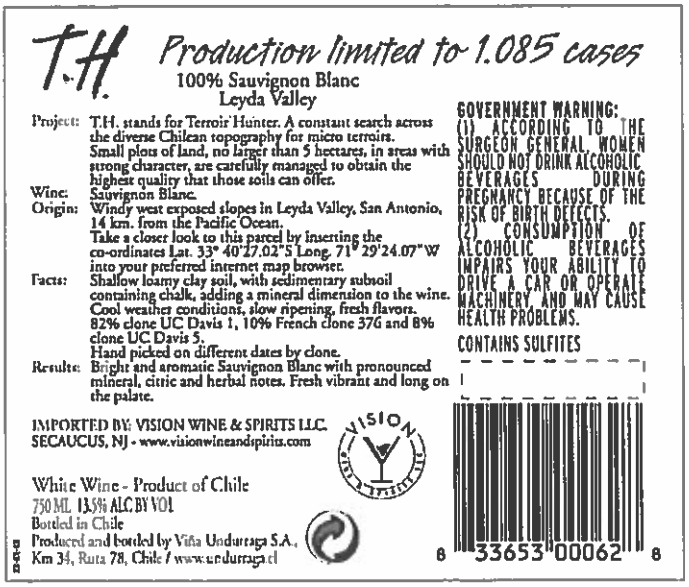
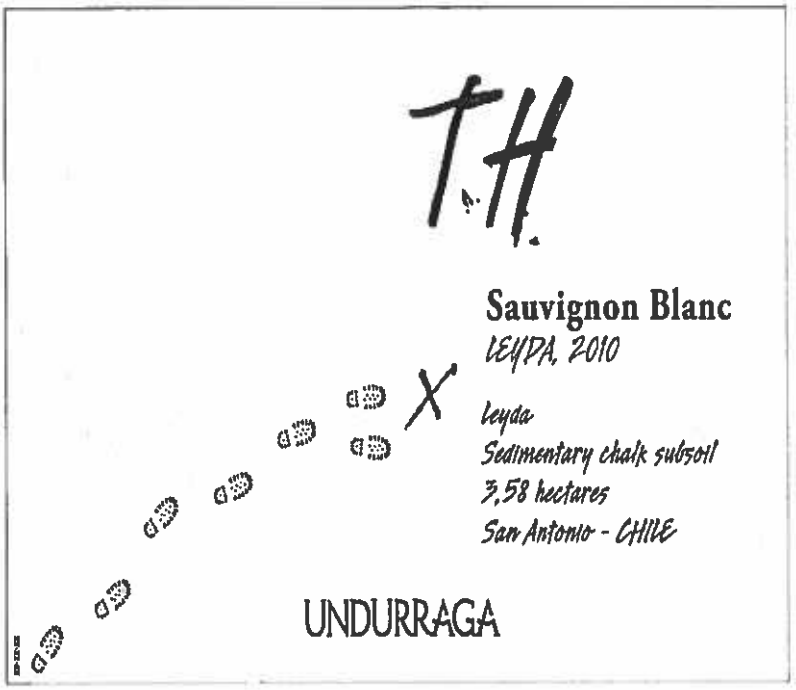


Image Type:

Back

Actual Dimensions: 4.09 inches W X 3.66 inches H



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU **APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL** (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 11062001000113	
1. REP. ID. NO. (If any) CT 81 OR 70	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)**
NJ-I-15214	☐ Domestic ☑ Imported	VISION WINE & SPIRITS, LLC 700 PLAZA DR SECAUCUS NJ 07094
4. SERIAL NUMBER *(Required)* 110057	5. TYPE OF PRODUCT *(Required)* ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	
6. BRAND NAME *(Required)* T.H.		8a. MAILING ADDRESS, IF DIFFERENT
7. FANCIFUL NAME *(If any)* UNDURRAGA		

9. EMAIL ADDRESS	10. FORMULA/SOP NO. *(If any)*	11. LAB. NO. & DATE / PREIMPORT NO. & DATE *(If any)*	18. TYPE OF APPLICATION (Check applicable box(es))
LISA.MEICKE@VISIONWINEANDSPIRITS.COM			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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS 750 MILLILITERS 1.5 LITERS	13. ALCOHOL CONTENT 13.5	14. WINE APPELLATION IF ON LABEL LEYDA VALLEY	
15. WINE VINTAGE DATE IF ON LABEL 2010	16. PHONE NUMBER (201) 210-0400	17. FAX NUMBER (201) 319-0660	

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celoseals, corks, etc.) OTHER THAN THE LABLES 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.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
	(Application was e-filed)	

03/03/2011		JEFFREY ALTSCHULER

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
03/03/2011	Nicole C. Burckhardt

FOR TTB USE ONLY

QUALIFICATIONS	EXPIRATION DATE (If any)
STATUS THE STATUS IS APPROVED. **CLASS/TYPE DESCRIPTION** TABLE WHITE WINE	

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 3.54 inches W X 2.99 inches H

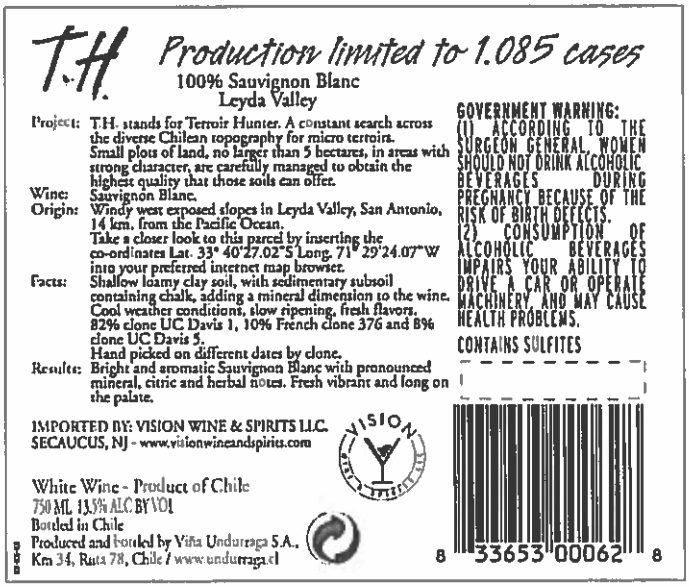
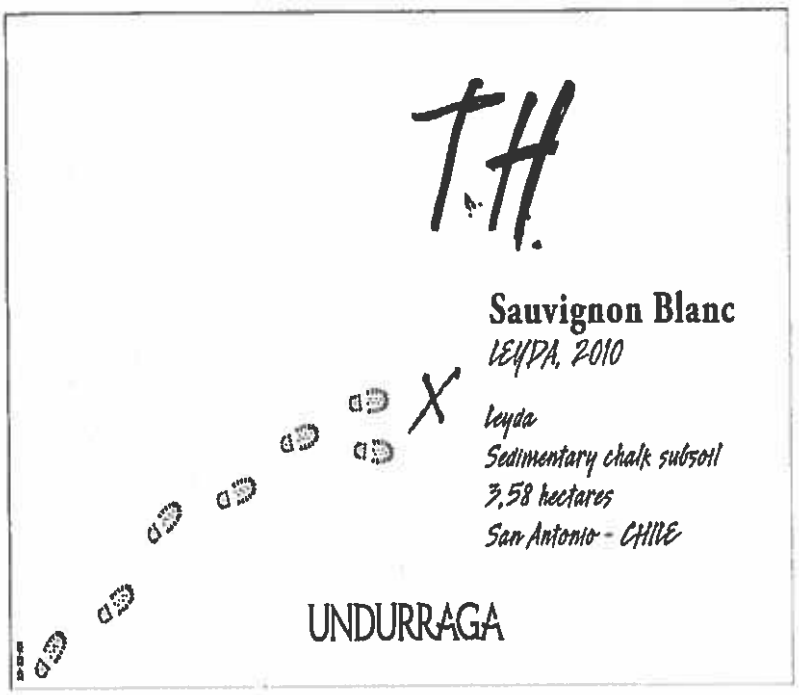


Image Type:

Back

Actual Dimensions: 4.09 inches W X 3.66 inches H



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 11062001000115	

1. REP. ID. NO. (If any)	CT	OR
	80	70

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)**
NJ-I-15214	☐ Domestic ☑ Imported	VISION WINE & SPIRITS, LLC 700 PLAZA DR SECAUCUS NJ 07094
4. SERIAL NUMBER *(Required)* 110058	**5. TYPE OF PRODUCT** *(Required)* ☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	
6. BRAND NAME *(Required)* T.H.		**8a. MAILING ADDRESS, IF DIFFERENT**
7. FANCIFUL NAME *(If any)* UNDURRAGA		

9. EMAIL ADDRESS	10. FORMULA/SOP NO. *(If any)*	11. LAB. NO. & DATE / PREIMPORT NO. & DATE *(If any)*	18. TYPE OF APPLICATION (Check applicable box(es))
LISA.MEICKE@VISIONWINEANDSPIRITS.COM			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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS 750 MILLILITERS 1.5 LITERS	**13. ALCOHOL CONTENT** 13.5	**14. WINE APPELLATION IF ON LABEL** LEYDA VALLEY	
15. WINE VINTAGE DATE IF ON LABEL 2009	**16. PHONE NUMBER** (201) 210-0400	**17. FAX NUMBER** (201) 319-0660	

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celoseals, corks, etc.) OTHER THAN THE LABLES 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.

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20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
	(Application was e-filed)	

03/03/2011		JEFFREY ALTSCHULER

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
03/03/2011	Alexis S. Jewell

FOR TTB USE ONLY

QUALIFICATIONS

When new labels are printed, all the mandatory information excluding the alcohol content must appear in printing not smaller than two (2) millimeters. This includes lower case lettering. See 27 CFR 4.38 (b).

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

TABLE RED WINE

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

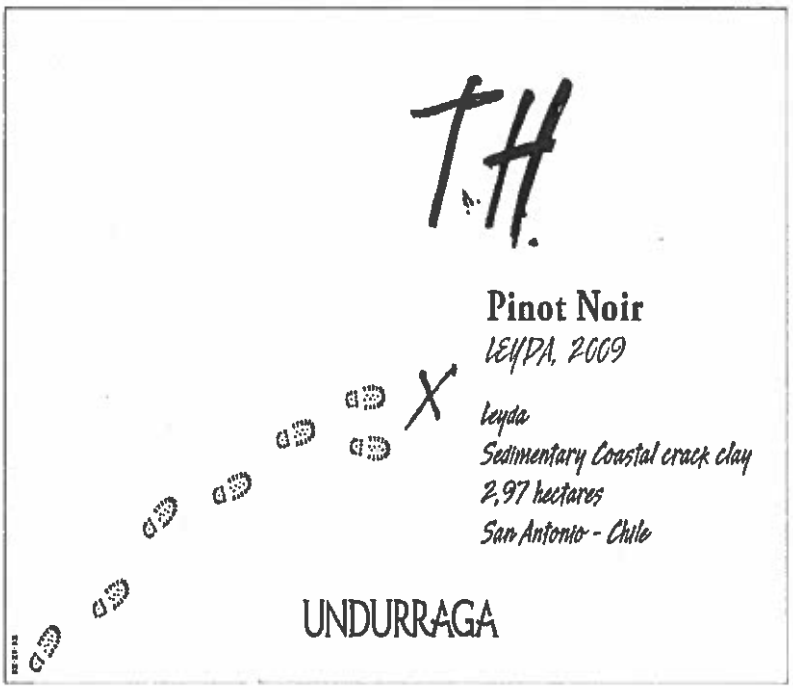
Brand (front)

Actual Dimensions: 3.54 inches W X 2.99 inches H

Image Type:

Back

Actual Dimensions: 4.09 inches W X 3.66 inches H



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY			DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 11104001000081			
1. REP. ID. NO. (If any)	CT 81	OR 70	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)**
PR-I-765	☐ Domestic ☑ Imported	MENDEZ & CO., INC. RD 20 KM 2.4 , MARGINAL MARTINEZ NADAL HWY, PO BOX 363348 GUAYNABO PR 00969
4. SERIAL NUMBER *(Required)*	**5. TYPE OF PRODUCT** *(Required)*	
11V054	☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	
6. BRAND NAME *(Required)* UNDURRAGA		**8a. MAILING ADDRESS, IF DIFFERENT**
7. FANCIFUL NAME *(If any)* TH		

9. EMAIL ADDRESS	10. FORMULA/SOP NO. *(If any)*	11. LAB. NO. & DATE / PREIMPORT NO. & DATE *(If any)*	18. TYPE OF APPLICATION (Check applicable box(es))
GCRUZ@MENDEZCOPR.COM			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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS	**13. ALCOHOL CONTENT**	**14. WINE APPELLATION IF ON LABEL**	
750 MILLILITERS	14	SAN ANTONIO VALLEY	
15. WINE VINTAGE DATE IF ON LABEL	**16. PHONE NUMBER**	**17. FAX NUMBER**	
2010	(787) 793-8888	(787) 783-9498	

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celoseals, corks, etc.) OTHER THAN THE LABLES 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.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
	(Application was e-filed)	

04/14/2011	GLORIA CRUZ

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
05/13/2011	Patricia Sasaday

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

TABLE WHITE WINE

EXPIRATION DATE (If any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 3.54 inches W X 2.99 inches H

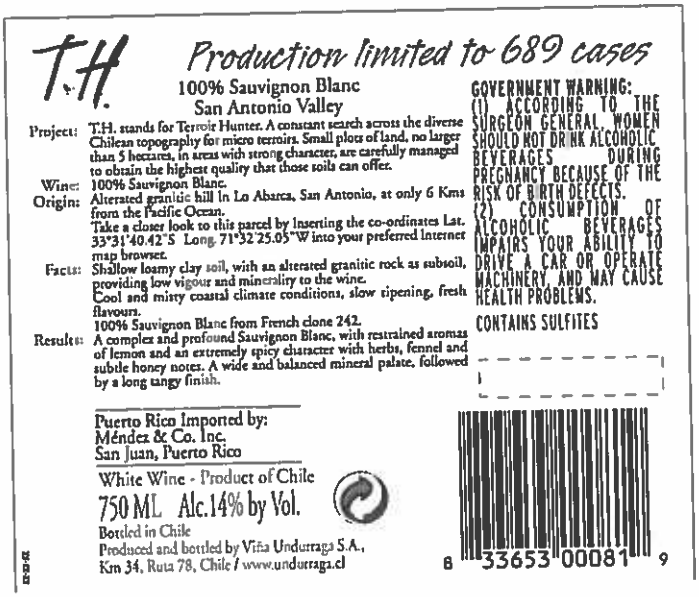
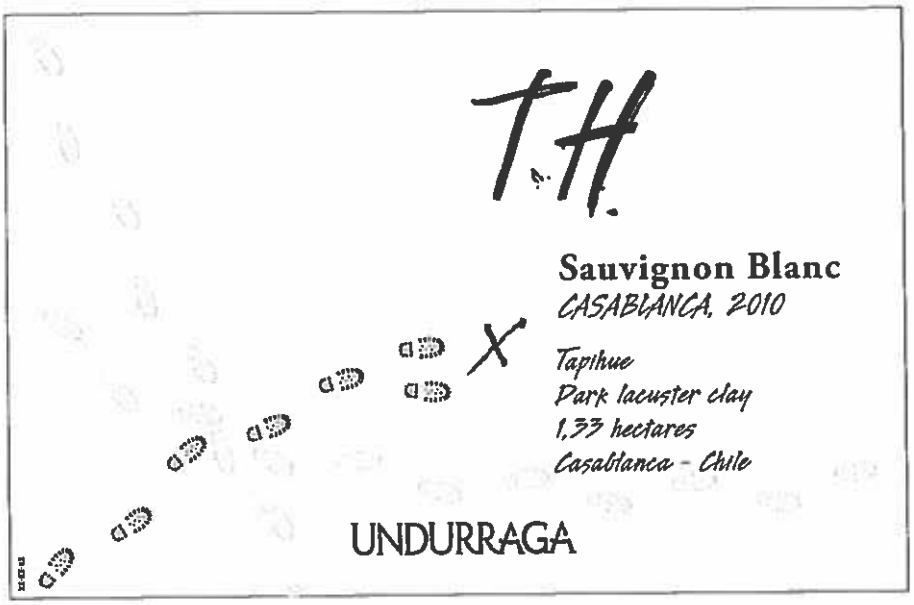


Image Type:

Back

Actual Dimensions: 4.72 inches W X 3.09 inches H



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 11104001000109	
1. REP. ID. NO. (If any) CT 81 OR 70	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)**
PR-I-765	☐ Domestic ☑ Imported	MENDEZ & CO., INC. RD 20 KM 2.4 , MARGINAL MARTINEZ NADAL HWY, PO BOX 363348 GUAYNABO PR 00969
4. SERIAL NUMBER *(Required)*	**5. TYPE OF PRODUCT** *(Required)*	
11V054	☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	
6. BRAND NAME *(Required)*		**8a. MAILING ADDRESS, IF DIFFERENT**
UNDURRAGA		
7. FANCIFUL NAME *(If any)*		
TH		

9. EMAIL ADDRESS	10. FORMULA/SOP NO. *(If any)*	11. LAB. NO. & DATE / PREIMPORT NO. & DATE *(If any)*	18. TYPE OF APPLICATION (Check applicable box(es))
GCRUZ@MENDEZCOPR.COM			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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS	**13. ALCOHOL CONTENT**	**14. WINE APPELLATION IF ON LABEL**	
750 MILLILITERS	14	SAN ANTONIO VALLEY	
15. WINE VINTAGE DATE IF ON LABEL	**16. PHONE NUMBER**	**17. FAX NUMBER**	
2010	(787) 793-8888	(787) 783-9498	

19. SHOW ANY WORDING (a) APPEARING ON MATERIALS FIRMLY AFFIXED TO THE CONTAINER (e.g., caps, celoseals, corks, etc.) OTHER THAN THE LABLES 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.

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.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
	(Application was e-filed)	

04/14/2011		GLORIA CRUZ

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.

23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
05/13/2011	Patricia Kaseberg

FOR TTB USE ONLY

QUALIFICATIONS

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

EXPIRATION DATE (If any)

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

TABLE WHITE WINE

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 3.54 inches W X 2.99 inches H

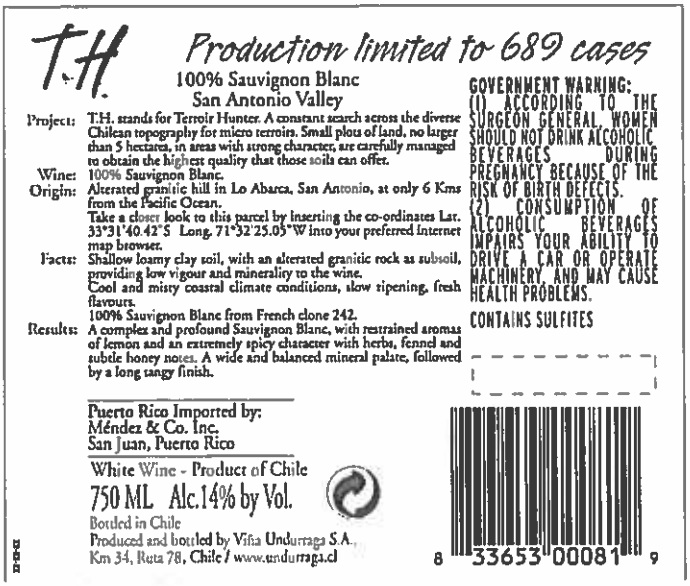
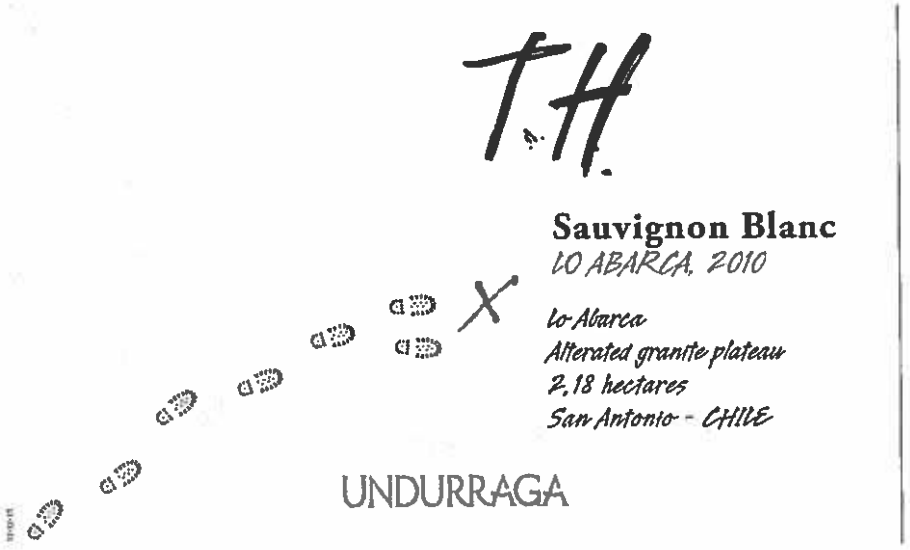


Image Type:

Back

Actual Dimensions: 4.72 inches W X 3.09 inches H



TTB F 5100.31 (6/2006) PREVIOUS EDITIONS ARE OBSOLETE

OMB No. 1513-0020 (01/31/2009)

FOR TTB USE ONLY	DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 11133001000458	
1. REP. ID. NO. (If any) / CT: 81 / OR: 70	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. *(Required)*	3. SOURCE OF PRODUCT *(Required)*	8. 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)**
PR-I-765	☐ Domestic ☑ Imported	MENDEZ & CO., INC. RD 20 KM 2.4 , MARGINAL MARTINEZ NADAL HWY, PO BOX 363348 GUAYNABO PR 00969
4. SERIAL NUMBER *(Required)*	**5. TYPE OF PRODUCT** *(Required)*	
11V083	☑ WINE ☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	
6. BRAND NAME *(Required)*		**8a. MAILING ADDRESS, IF DIFFERENT**
UNDURRAGA		
7. FANCIFUL NAME *(If any)*		
T.H.		

9. EMAIL ADDRESS	10. FORMULA/SOP NO. *(If any)*	11. LAB. NO. & DATE / PREIMPORT NO. & DATE *(If any)*	18. TYPE OF APPLICATION (Check applicable box(es))
GCRUZ@MENDEZCOPR.COM			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) d. ☐ RESUBMISSION AFTER REJECTION TTB ID. NO. _____
12. NET CONTENTS	**13. ALCOHOL CONTENT**	**14. WINE APPELLATION IF ON LABEL**	
750 MILLILITERS	13.5	LIMARI VALLEY	
15. WINE VINTAGE DATE IF ON LABEL	**16. PHONE NUMBER**	**17. FAX NUMBER**	
2009	(787) 793-8888	(787) 783-9498	

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20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
05/13/2011	(Application was e-filed)	GLORIA CRUZ

PART III - TTB CERTIFICATE

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23. DATE ISSUED	24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
06/14/2011	Patricia Sweeney

FOR TTB USE ONLY

QUALIFICATIONS

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STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

TABLE WHITE WINE

EXPIRATION DATE (if any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 3.54 inches W X 2.99 inches H

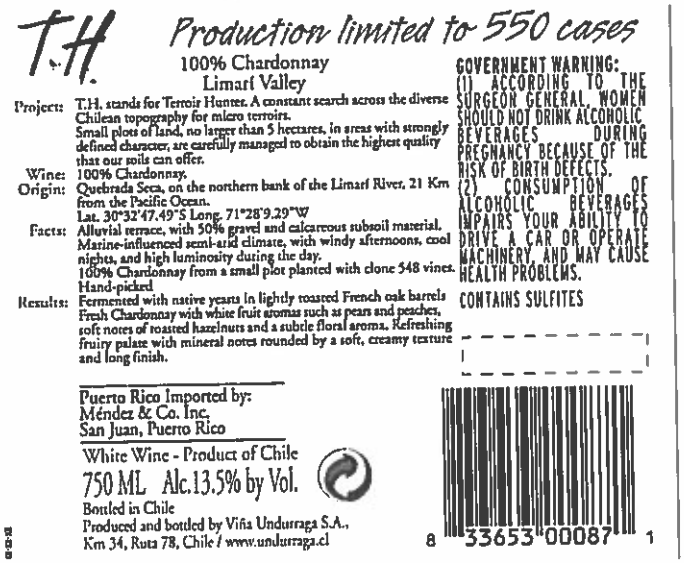
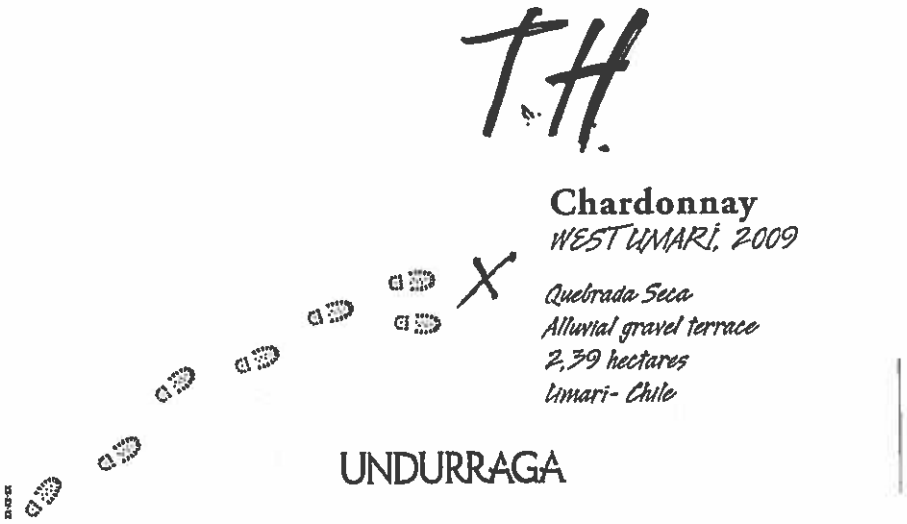


Image Type:

Back

Actual Dimensions: 4.72 inches W X 3.09 inches H


T.H.
Chardonnay
WEST LIMARI, 2009
Quebrada Seca
Alluvial gravel terrace
2,39 hectares
Limari- Chile
UNDURRAGA