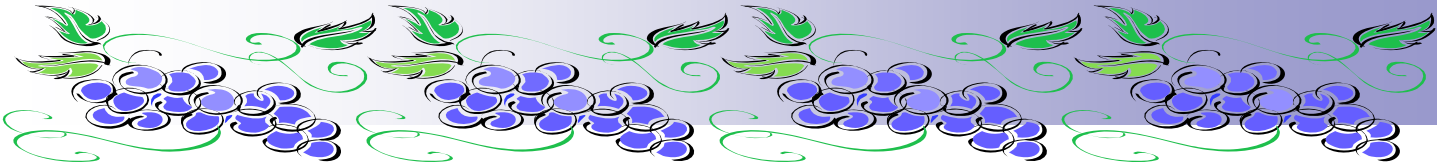


Alexander Valley Cellars' Grapevine



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Special points of interest:

- Consolidation Template
- Bottling Schedule
- Please mark checks with DR#
- Carbon Corner this issue: Paperless Fax System
- Comments, Questions, Article Suggestions. email: Jacqueline@alexandervalleycellars.com

Welcome to our third edition of the grapevine newsletter. As harvest season is slowly approaching, our transportation division is busy picking up wine from wineries that are bottling. Due to the cool summer we expect harvest season will be later than expected for 2010. According to the Turrentine Brokerage June Market Update they are projecting harvest will be two weeks behind. As a result there still is time to bottle your 2009 wines. Let us know if we can help you with transportation or storage this harvest season.

AVC Direct News:



Direct Shipping Agreement: If you are a direct shipping client it is time to renew your direct shipping agreement. We are sending out shipping agreements to update our records for 2010. Please keep an eye out for your AVC Direct Shipping Agreement.

Planning your wine club shipment? Let us know if we can help. We are updating our calendar and adding wineries wine club shipment dates. Contact us with your wine club shipment information to reserve your shipment date today.

Interested in Overstock.com? Please let us know. We still have openings for wineries to sell their wine on one of the world's largest ecommerce sites!

Reminders from Office & Warehouse...

Consolidations: If you are bringing in wine for a period of less than 48 hours, to fulfill an order, please make sure to fill out a consolidation bill of lading.

Information that needs to be included:

- * An indication of the items that are consolidations
- * Where the product is shipping, type of wine, and how many cases.
- * All consolidations need to come in TAX PAID. Make sure the paperwork indicates TAX PAID.
- * IF the paperwork is not adequate the warehouse WILL NOT accept the product.

ATTENTION: AVC Office Closure: September 6th for Labor Day



AVC
551 Aviation Blvd
Santa Rosa, CA 95403

www.alexandervalleycellars.com
Office Hours: Monday-Friday 8am until 4:30pm

Phone: (707)541-7252

Fax: (707)541-7254

Compliance News:

According to the TTB Regulations 27 CFR 3.09, 27 CFR 3.10: A bill of lading used to ship bottled/bulk wine in bond or bottled taxpaid from a winery, custom crush facility or any other bonded or non-bonded facility to AVC, must have all of the necessary information required by the transfer in bond & taxpaid removals from bond record.

Transfer in Bond Record (27 CFR 24.309):

When wine is transferred in bond, a record must be kept that contains the information listed below. The record may be a compilation of source documents OR a summary record:

- * The date of shipment
- * The name, address, and registry number of proprietor and consignee
- * The kind of wine (class and type) and alcohol content or tax class
- * The number of containers larger than 4 liters and cases
- * The serial numbers of cases (if any) or containers larger than 4 liters, or other marks (bulk wine)
- * The volume shipped in gallons or liters
- * The serial number of any seal used
- * Information necessary for compliance with 27 CFR 24.314 (Label Information Record)- the varietal, vintage, appellation of origin designation or any other information which may be stated on the label
- * Information as to any added substance or cellars treatment for which a label designation may be required or where limitations are prescribed (includes sulfites) and kind and quantity of acid used.

Tax paid Removals from Bond Record 27 CFR 24.310

When wine is removed from a bonded winery or bonded wine cellars for consumption or sale, a record must be kept which contains the information listed below. The Taxpaid Removals from Bond Record may be a compilation of source documents OR a summary record.

- * Date of Removal
- * The name and address of the person to whom removed; however, on any individual sale of less than 80 liters, the name and address of the purchaser need not be recorded
- * The volume, kind (class and type) and alcohol content of the wine
- * When removing taxpaid bulk wine to another wine premises, shipping record will be prepared in accordance with 27 CFR 24.281
- * Volume of wine removed taxpaid will be summarized daily by tax class in wine gallons to the nearest tenth



Reminders from Office & Warehouse:

Bottling Schedule: At Alexander Valley Cellars we would like to make things more efficient for you by requesting that you provide us with your projected bottling dates and quantities, in advance, so that we can prepare for your incoming product.

Invoice Payment: When remitting payment to Alexander Valley Cellars please include the invoice DR # on your check. This will help us identify the invoice for which you are paying.

Federal and State Tax Payments: Please send in payments as soon as possible for tax invoices, as AVC submits payment to the TTB on a bi-weekly basis for alcohol taxes on our customers behalf.



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Wine Industry News/Events:

Congratulations to Starlite Vineyards on the opening of their tasting room in Alexander Valley...

The tasting room is located at 5511 Highway 128, Geyserville and is open to the public. Currently their varietals include Viognier and Zinfandel which are both available for purchase. For more information, or to schedule a visit contact Rina or Arman Pahlavan at 707.431.1102, or rina@starlitevineyards.com or visit: <http://www.starlitevineyards.com>.

Congratulations to Sonoma Cutrer on their recent open house...

On Saturday July 10th Sonoma Cutrer opened their doors to guests and neighbors who were invited to sample Sonoma Cutrer's wines paired with a selection of appetizers. Sonoma Cutrer is open for tours and tasting; reservations can be arranged online at: <http://www.sonomacutrer.com/tours.aspx>. For more information or to schedule a visit call (707) 237-3489.

Annual June Inventory Completed!

At the end of June we successfully completed our annual inventory. Thank you for your patience during our inventory closure. If you have any question with regards to our annual inventory please contact Yesenia.

Schedule to pick up your wine in Healdsburg on Friday's from 9am-11am

For your convenience you can schedule to pick up your wine in Healdsburg every Friday, please contact Shannon for more information.



California Wine Month is September:

September 2010 has been declared by Governor Schwarzenegger as California Wine Month (CWM). The Wine Institute and CAWG are working with regional associations and their members to focus attention during the month on California wine. Some of the activities scheduled for the month include:

- * A consumer website at: www.discovercaliforniawine.com (Wineries can post events, tasting room information and much more on the site).
- * Media/trade tastings in San Francisco on September 14th and in Los Angeles on September 22nd.

For more information with regards to California Wine Month contact the Wine Institute by email at: communications@wineinstitute.org.



Happy Birthday to Doris our devoted employee who has been with the company for more than 20 years!



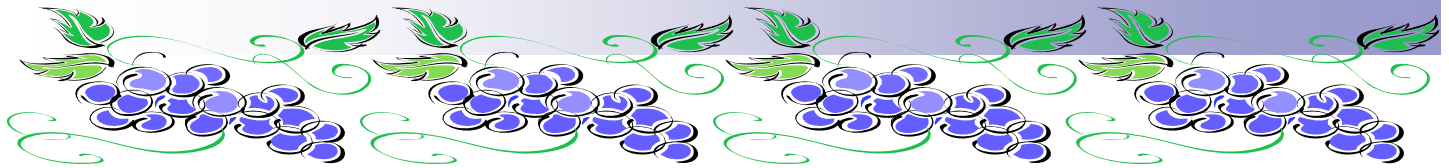
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The Carbon Corner:

Our email fax system allows us to receive fax transmissions online as an emailed document. This allows us to reduce the amount of paper that we use in our office by 50%. Interested in implementing this system into your business? Have questions, ask us!



Have a job posting, selling grapes or barrels, advertising an upcoming event...

Let us know. Send us information about your upcoming events, or items for sale, we will post them on our bulletin board, as well as in our next edition of the grapevine!

- * **Mutt Lynch Winery** is hosting it's Dog Days of Summer Open House, Saturday August 14th, 2010 from 11am to 5pm. \$10.00 admission at the door, Dogs free. Proceeds benefit the SF SPCA. Location: Mutt Lynch Winery: 602 Limerick Lane, Healdsburg. For more information visit: www.muttlynchwinery.com.

Featured Staff Member :

Shannon Gallegos

Position: Scheduling, Front Window, Insurance/Permits

Shannon was born in Pueblo Colorado, and moved to Sonoma County shortly after with her parents and older sister Sara. She grew up in Healdsburg, and attended the Healdsburg School District. During high school she played on the volleyball team all four years. After high school she has continued to play volleyball. She now is giving back to the sport that she enjoys by coaching the Healdsburg High School Jr. Varsity Volleyball Team, as well as the Healdsburg Volleyball Club Team., both of which she has been coaching for the past two years. Shannon has three pygmy goats, named Zoey, Spike and Bianca. In her spare time she enjoys spending time with friends, watching or attending SF Giants games, camping, wine tasting and attending concerts.



Your Easy Guide to AVC

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Returns, Direct Shipping questions



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