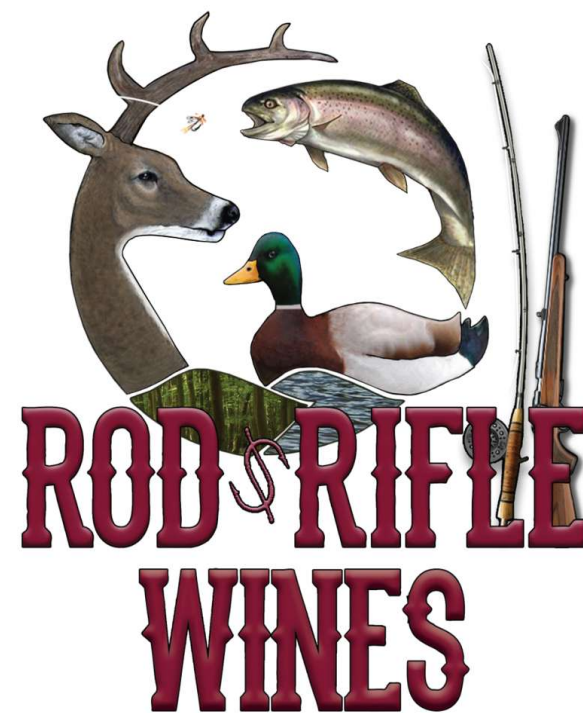


\$8.99
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**America's
Premier
Outdoor Hunting
& Fishing Wines**



Rod & Rifle Merlot Sangiovese Red Wine



Merlot - This grape is the most widely planted grape in the World. It produces opulently rich, plummy wines with succulent fruitcake-like nuances.

Sangiovese - A grape widely grown in Italy and the main component for Chianti's. Since the 1980s, Sangiovese is one of America's preferred wines. This grape makes wines with pronounced tannins, nice acidity and good character.

Winemakers Comment - Rod & Rifle Sangiovese Merlot is a classic wine. It shows off aromas of black currant, blackberry and notes of toasted oak, followed by juicy flavors of black cherry, ripe plum and herbs with a hint of spice on the finish. Supple, velvety tannins with lush fruit.

Suggested Pairings - We recommend with venison, elk and boar but also with roast pheasant, pheasant pote or the stewed bird. Also we recommend with Wild Duck.



Rod & Rifle Rose' of Syrah Rose' Wine



Syrah - This grape tends to produce medium to full-bodied wines with good levels of tannins, flavors of blackberry, mint and black pepper notes. Now keep in mind a Rose' has the acidity of a white wine, but the fruit character of a red wine.

Winemakers Comments - Rod & Rifle Rose' of Syrah is violet/pink in color, shows notes of strawberry and cherry on the nose with lush flavors of watermelon giving way to a lovely dry raspberry finish.

Suggested Pairings - We recommend pairing with rabbit, alligator, goose, turkey and bass This Rose' will add freshness to any type of spicy casserole.



Rod & Rifle Chardonnay White Wine



Chardonnay - This grape is the US second best consumed grape, its popularity is due because it is very neutral and is made in many different styles, from lean, crispy minerality to tropical fruit flavors. Overall it delivers wines that shine with texture, fruit and complexity.

Winemakers Comments - The palate is very fresh showing zesty lemon fruit flavors with hints of white peach. Attractive toast flavors, textured and balanced with a persistent finish.

Suggested Pairings - We recommend with duck, chicken and fish, also with shellfish - grilled prawns, squid, swordfish, catfish, braised carp, salmon and trout.

Rod & Rifle

Red and White Wine Labels

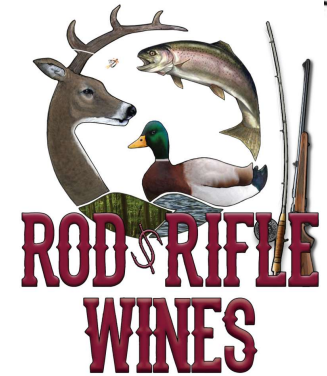




**America's Most Passionate Consumer,
Hunting, Fishing & Outdoor Enthusiasts**



Number of Primary Demographics



2015 Licensed Hunters 35 Million

35,850,931 Licensed Hunters In 2015
Spending Over \$821,021,854 Annually

2015 Licensed Anglers 38 Million Plus

38,066,902 Licensed Fisherman In 2015
Spending Over \$686,149,077 Annually

Individual State US Fish and Wildlife Data Available By Request



Demographic Breakdown



2015 Fisherman

Total Fisherman - 38,066,902

Freshwater

Total Anglers- 31,976,198

**Total Annual Days Fished-
466,984,000**

Percent of total Anglers- 84%

Saltwater

Total Anglers- 6,090,704

**Total Annual Days Fished-
90,838,000**

Percent of total Anglers- 16%

2015 Hunters

Total Hunters- 35,850,931

Big Game

Total Hunters- 22,944,595

**Total Annual Days Hunting- 153,191,000
Percent of total Hunters- 64%**

Migratory Birds

Total Hunters- 12,906,336

**Total Annual Days Hunting- 29,310,000
Percent of total Hunters- 36%**

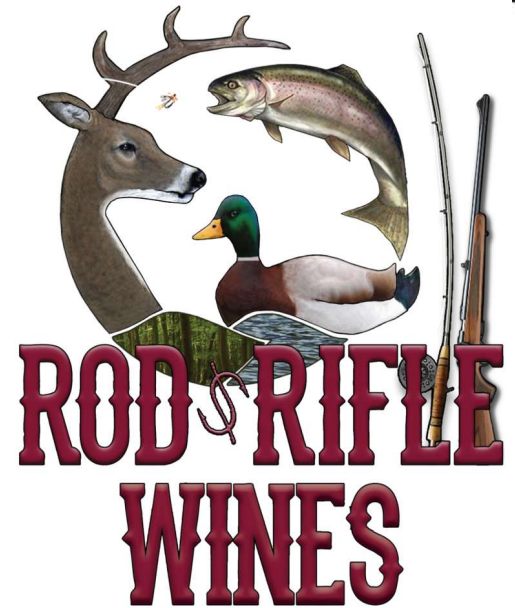
National Hunting & Fishing Conservation Groups



Donations to Local & State Fundraising Dinners

Keys To Success

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Contact- Tom Cleaver

tom@prestigeimportsllc.com

14 Belleview, Mt. Clemens, MI 48043

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