



YOUR PARTNER WITH FOUR IMPACT HOT PROSPECT BRANDS OF 2014

Washington State was a star standout in the just-released Impact's Hot Prospect Brands of 2014, representing seven of 29 brands to make the cut. Precept Wine is behind four of the seven Washington wine brands.

WATERBROOK

25% DEPLETION GROWTH 2013–14 A Hot Prospect Brand in 2012, 2013 and 2014! This honor is backed by consistent growth of a heritage Walla Walla winery, with outstanding quality in the bottle at a competitive price. There is no other Walla Walla winery turning out consecutive “Hot Brands!”

CANOE RIDGE VINEYARD

25% DEPLETION GROWTH 2013–14 With explosive growth over the past two years, thanks in part to its Expedition tier line extension in 2013 alongside its Reserve tier, Canoe Ridge Vineyard offers winemaking excellence and Horse Heaven Hills esteem.

HOUSE WINE 3L BIB

1,622% DEPLETION GROWTH 2013–14 Opportunity, creativity and speed-to-market, with iconic, recognizable packaging have made this brand soar. In addition to its classic black and white packaging, it is also boxed in versatile sports team colors with new varieties. No one can expedite a quality product like this as fast as Precept Wine.

RADIUS

20% DEPLETION GROWTH 2013–14 A Hot Prospect Brand in 2012, 2013, and 2014! This customer-driven partnership demonstrates how Precept Wine treats its innovation pursuits with the same integrity as its core brands. Radius is a rare exclusive brand to make the Impact Hot Prospect list, let alone hold “hot” honors three years running!

What makes a Hot Prospect brand?

To qualify, brands must have posted 15% depletion growth in the previous year while also showing consistent growth in the preceding two years. Volumes must reach at least 50,000 cases but not more than 250,000 cases. New products can qualify if they pass the 50,000-case mark in their first year.

With quality, speed-to-market and winning concepts, Precept Wine has impact!