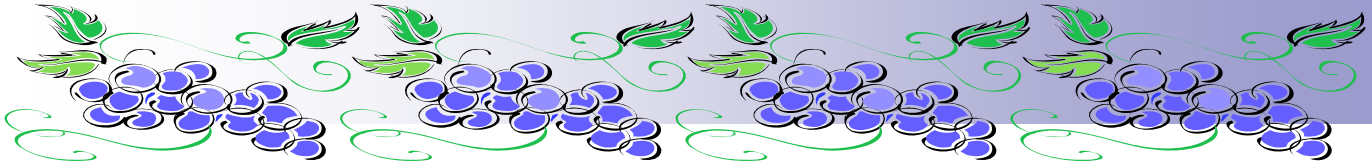


Alexander Valley Cellars' Grapevine



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AVC Direct News:

AVC Direct is in negotiations with Overstock.com to offer wine selections through their website. **Overstock.com is ranked #2 in total customer satisfaction (outing Amazon.com and zappos according to the national retail federation).** They receive approximately 21 million unique visitors to their site monthly!!! They are Nasdaq traded under OSDK ticker. They had \$843 million dollars in sales in 2009. Wineries will be given an ad through the website for specific selections that can be managed by the winery and sold through Overstock's site and stocked and shipped with AVC Direct. Use one of the world's largest consumer sites and connect with more customers. Please contact one of our AVC Direct Sales Representatives for more details! *All Logo's and Trademarks are sole property of Overstock.com*



Special points of interest:

- Join our Facebook page!
- Glass Pallet Tag Template
- Coming Next Issue: Sale Corner
- Comments, Questions Article Suggestions. email: Jacqueline@alexandervalleycellars.com

Taste of Alexander Valley



Staff member Jim participated in the Taste of Alexander Valley weekend (June 4-6th). Jim helped out at Alexander Valley Vineyards on Saturday, and visited several of our winery members on Sunday! One of the stops he made on Sunday was Outlaw 7 in Geyserville, where seven small wineries were pouring their wines, to name a few (Kelly & Young and Quaking Hills).

ATTENTION: Office Closure Reminder:

- * *Semi-Annual Inventory June 28th-30th.*
- * *Closed July 5th in observation of Independence Day*

So please make arrangements now for wine you will need during our closure; as the office, warehouse and Direct Wine Fulfillment Center will be closed.



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

Wine Industry News/Events:

Congratulations to Medlock Ames Winery

Their tasting room is located at 3487 Alexander Valley Road, and is open every day from 10am to 5pm and they offer a variety of slow food inspired tastings that include flights of their wines paired with small bites of local cheeses and salumi. At 5pm their Alexander Valley bar opens at the same location, featuring artisanal cocktails, beer, wine, and spirits. If you want to include contact information for us we can be reached at 707.431.8845, or tastingroom@medlockames.com



AVC Joins the Sonoma County Winegrape Commission

At the Beginning of June 2010 we joined the Sonoma County Winegrape Commission. As a member of the Winegrape Commission we participated in their 2010 Grower BBQ and Tradeshow which was held at the SRJC Shone Farm in Forestville. At the tradeshow we displayed information about our storage, distribution and fulfillment services. Attendee's expressed interest in our fulfillment services, as there were growers looking into custom crushing their grapes this upcoming harvest.

Custom Crushing this Harvest???



We can help! Looking for a Custom Crush Facility? We can refer you to one of the Sonoma County Winery Facilities providing these services. We can work with you to receive and store barrels and case goods under bond or tax paid. Our wine fulfillment center will work with you to set up wine club shipments, special release shipments all through the use of our fully integrated ShipCompliant management system. We have a wide range of packing materials including environmentally friendly products, that can be used to add that special touch to your shipments. We have complete pick-up and delivery services provided by our own fleet trucking. As well as Ground, air and freight services. For more information about our Direct Fulfillment Services contact Scott DeMars by phone (707)541-7252 or email: scott@alexandervalleycellars.com

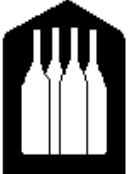


Become a Fan of AVC on Facebook

Become our Fan on Facebook to stay connected with news, reminders and upcoming events featuring AVC and our members! As we venture into the age of social networking please feel free to contact us with any events, or information you would like us to share with our membership!

Email events, items for sale, job opportunities and press releases to: jacqueline@alexandervalleycellars.com

Visit: <http://www.facebook.com/alexandervalleycellars> to become a fan!!!



AVC

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Compliance News:

* **TTB Sends a Friendly Reminder:** Please continue to file your winery report forms on a monthly basis (form 5120.17, formerly 702). It is important for all wineries to check with the TTB that all of your reports are up to date. Please make sure if you are a “Small Producer” (as defined by the TTB) that you are entitled to the tax credit.




* **Small Producer Credit:** If your winery qualifies for the small producer credit, please make sure to attach your small producer letter to all orders, either in the footer of the order request or as a separate page.

* Please be aware, **the State of Virginia** is taking a close look at licensed wineries and requires monthly reporting on all shipments to the state.

Reminders from Office & Warehouse

Pallet Tag for Empty Glass/Dry Goods: Please attach a full description of your empty glass or dry goods that you are bringing in to AVC for Storage.

Below is an example of a Palate tag that can be used when bringing in empty glass or dry goods.

 ALEXANDER VALLEY CELLARS <small>Family owned and operated since 1985</small>			

WINERY NAME			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GLASS	K'S/ CARTON BXS	WOOD BXS	INSERTS

FULL DESCRIPTION (Color, Identification Code, Shape)			

BOTTLE SIZE			

CS/PALLET			

Email Order Acknowledgements, and Shipping Acknowledgements are available for our Wholesale and Shipping Customers. Not getting these emails??? Give us a call and we will make sure you are set up in our AMS system properly to receive emails.

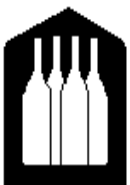
Office cut off times:

Wine Storage Customers must submit orders by **1pm** to schedule wine pick up for the following business day.

Direct Shipping Customers must submit orders by **10am** for them to be shipped the same day.

The Carbon Corner:

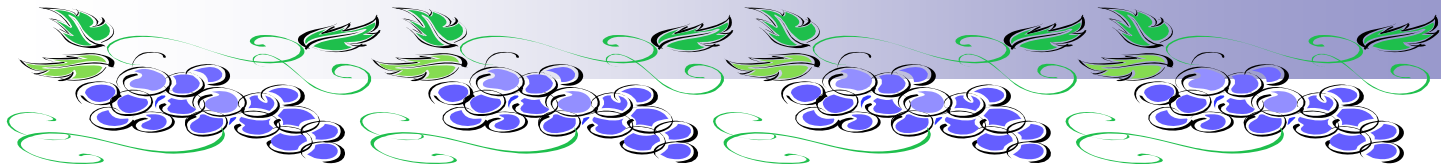
We are working to reduce our environmental impact on the planet through implementing business strategies that green our operation. This space will include tips and tricks on ways to reduce your carbon footprint!



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Featured Staff Member :

Jacqueline Rotlisberger

Position: Customer Relations and Business Development

New to the team Jacqueline, will be helping with Customer Relations and Business Development within Alexander Valley Cellars. She graduated from California State University of Fresno in the Fall of 2007 with a degree in Agricultural Business. Jacqueline was born and raised in Healdsburg. In High School she participated in FFA while maintaining an academic standing on the honor roll, and participating in parliamentary procedures. She is active in the community as she is a member of the Healdsburg Future Farmers Fair Board, Sonoma County Young Farmers and Ranchers, as well as helping with the Sonoma Marin Fair Chef Demonstrations.

Your Easy Guide to AVC

marci@alexandervalleycellars.com & meritt@alexandervalleycellars.com

yesenia@alexandervalleycellars.com:

Compliance, Inventory, Special Inquires

jacqueline@alexandervalleycellars.com:

Customer Relations, Business Development

tami@alexandervalleycellars.com:

Wholesale Orders, Dispatching, Inbound Product

janell@alexandervalleycellars.com:

A/R, Incoming Product, Taxes

shannon@alexandervalleycellars.com:

Scheduling, Front Window, Insurance/Permits

AVC Direct:

scott@alexandervalleycellars.com:

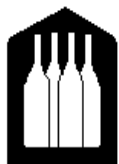
Direct Shipping gen. questions, Wine Clubs

cheri@alexandervalleycellars.com:

Direct Shipping Orders, tracking, billing

rick@alexandervalleycellars.com:

Returns, Direct Shipping questions



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