

RECOMMENDED SHELF SCHEMATIC



Place the Little Penguin White Shiraz next to other the Little Penguin wines.

PRODUCT SPECIFICATIONS

2005 White Shiraz 750 ml

MG4: AKY	Size: 750ml
Product Code: 115845	Bottles/Case: 12
Bottle: 012354010246	Volume/Case: 9.0L
Carton: 10012354010243	Pallet Configuration: 14 cases per layer, 4 layers per pallet
Case Dimensions:	
Length: 12.40 in	Depth: 9.33 in
Height: 12.13 in	Case Weight: 33.70 lbs
Maximum 750ml order to make full container: 1,064 cases	
Maximum order for Mixed orders (187ml, 750ml, or 1.5L): Varies by order	
Pallet Dimensions:	
Length: 44.17 in	Depth: 28.46 in
Height: 50.98 in	Minimum quantity per order: 7 cases

2005 White Shiraz 1.5 L

MG4: ALL	Size: 1.5 L
Product Code: 115871	Bottles/Case: 6
Bottle: 012354010253	Volume/Case: 9.0L
Carton: 20012354010247	Pallet Configuration: 16 cases per layer, 4 layers per pallet
Case Dimensions:	
Length: 12.09 in	Depth: 8.11 in
Height: 13.07 in	Case Weight: 32.06 lbs
Maximum 1.5L order to make full container: 1,024 cases	
Maximum order for Mixed orders (187ml, 750ml, or 1.5L): Varies by order	
Pallet Dimensions:	
Length: 44.29 in	Depth: 36.02 in
Height: 55.12 in	Minimum quantity per order: 8 cases

the Little Penguin

www.thelittlepenguin.com

©2005 the Little Penguin Item #LPWSHSS05

A NEW SHADE OF PINK

FROM

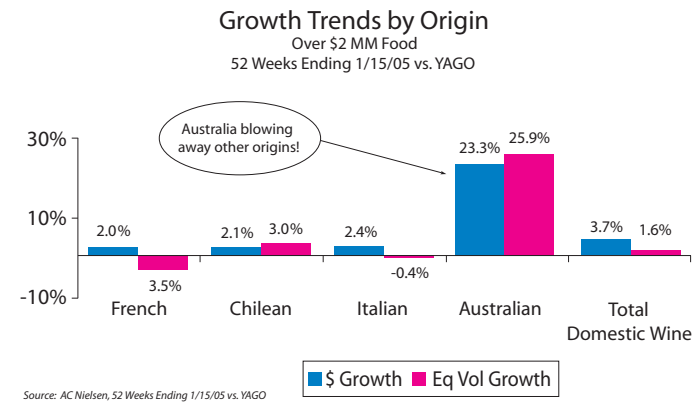
the Little Penguin

www.thelittlepenguin.com



CLOSE THE PREMIUM BLUSH WINE GAP WITH the Little Penguin.

Australia is the Hottest Wine Origin.



However, Australian Wines are not Represented in the Blush Wine Market.

Varietal	\$million Volume	Australian Share
Syrah / Shiraz	164	69.4%
Cabernet Sauvignon	467	13.1%
Chardonnay	969	12.0%
Merlot	561	11.9%
Pinot Noir	91	5.5%
All Blush Varietals	309	0.0%

Source: AC Nielsen, 52 Weeks Ending 1/15/05, Total Table Wine US

INTRODUCING the Little Penguin WHITE SHIRAZ

the Little Penguin WHITE SHIRAZ DELIVERS GREAT BERRY FRUIT ON THE NOSE AND INITIAL PALATE, IS SLIGHTLY SWEET BUT WITH A CRISP, CLEAN FINISH.



the Little Penguin HAS GARNERED PRAISE FROM TOP WINE EXPERTS

- Top 100 Best Buys of 2004, 85 Points, 2003 Chardonnay — *Wine Enthusiast*
- BEST BUY, 84 Points, 2003 Shiraz — *Wine Enthusiast*
- “Best Red Wine Values from Around the World”, 85 Points, 2003 Cabernet Sauvignon — *Wine Spectator*
- 90 Points, 2003 Cabernet Sauvignon — *Wine Report*
- 88 Points, 2003 Merlot — *Toronto Star*
- Rated as favorite among 50 Australian Chardonnays under \$20, 2003 Chardonnay — *Wall Street Journal*

the Little Penguin White Shiraz is available in 750ml and 1.5L bottles

the Little Penguin IS BIG AND HOT!

Only six months after its introduction, the Little Penguin has won a ‘Hot Brand’ award from Impact magazine.

TARGET KEY NEW WINE CONSUMERS

BETTER THAN ANY OTHER BRAND

- 40% of the Little Penguin purchasers are 21-34 years old

(Southcorp Wines Internal Research, November 2004)

EXCITING POS TO SUPPORT THE LAUNCH.



STANDEE DISPLAY

Size: 22" wide x 45" tall
Packaging: 2s
#TLPWSZDP05



BANNER

Size: 42" wide x 36" tall
Packaging: 2s
#TLPWSZBR05



BUMPER CARD

Size: 8" wide x 5" tall
Packaging: 5s
#TLPWSZBC05

SINGLE CASE CARD

SIZE: 11" WIDE X 19" TALL
PACKAGING: 5S
#TLPWSZCC05



TASTING NOTE SHELFALKERS

Size: 5" wide x 3.5" tall
Packaging: 25s
TLPTASTEST05