

INTRODUCING
THE AWARD-WINNING RIESLING

DEVIL'S ROCK



the
wine
that
rocks!

The Revolution of German Wines

Located in Germany's picturesque Rhine region next to the famous geological landmark known as the *Devil's Rock*, our winemakers became inspired to create this heavenly-tasting wine, which has reshaped the German wine category ever since.

By using at-that-time unconventional winemaking techniques *Devil's Rock* became the first off-dry Riesling with international appeal.

This modern style of wine has quickly grasped the hearts of wine lovers all over the world, making it one of the best selling German Rieslings with over 2 million cases sold since its launch.

Devil's Rock is now available in the U.S. to win the hearts of wine lovers here as well!

Experience a Taste of Heaven

Premium

Devil's Rock embodies our passion for creating a Premium Riesling that is easy to drink and has a very refreshing, fruity character.

Made from 100% Riesling grapes, *Devil's Rock* is a fruit bowl of flavors ranging from apples and peaches to the zest of lemons and grapefruit. The wine obtains its well-balanced character from a special vinification technique allowing the acidity in the wine to be perfectly balanced with just a touch of sweetness.

The result is an outstanding wine - excellent on its own or particularly enjoyable with salads, poultry and spicy cuisine.

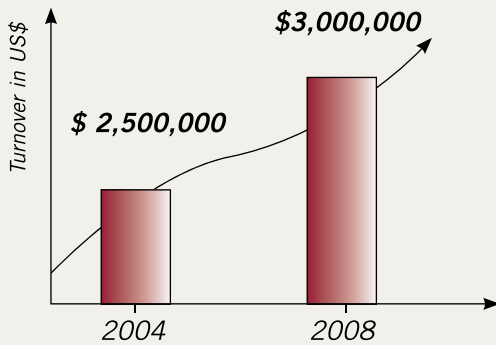
Quality

Be Classy – Drink Devil's Rock

The wine used for *Devil's Rock* is classified as a Riesling "CLASSIC." It describes the new modern wine style, which *Devil's Rock* pioneered in 1995. This type of wine has become so popular, that the German wine law was "re-invented" in 2000 and this new classification was issued. The term CLASSIC is now specially reserved for premium wines like *Devil's Rock* that use superior vinification techniques to create this fruity and off-dry style of wine.



The Rock keeps Rolling ...



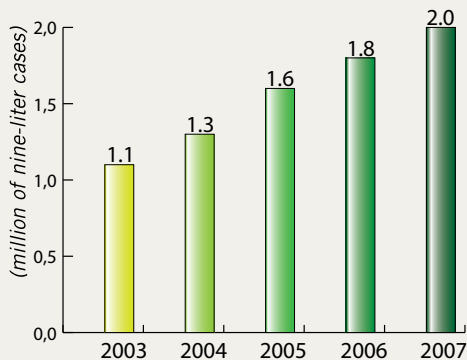
Source: BSU ex-works statistics converted in US\$

Compared to an average life cycle of 18 months for many new wine brands launched on the market, *Devil's Rock* has shown healthy growth for over ten years and is set to continue this trend.



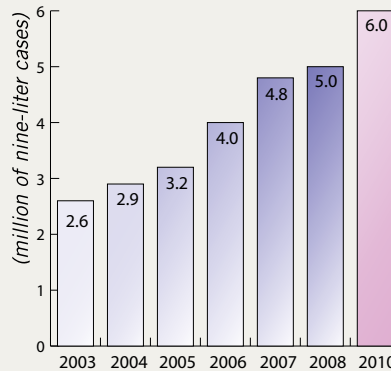
Great Perspectives for the US Market

Imported Table Wine Consumption:
German Riesling



Source: 2008 IMPACT DATABANK REVIEW

Apparent Table Wine Consumption:
All Rieslings



- Riesling has posted the strongest growth among white varietals in 2007, with consumption gaining 19.6% to 4.8 million cases.
- The category is expected to grow to approximately 6 million cases by 2010.
- The majority of consumption will come from imported German wine brands.

We invite you to take advantage of this trend with *Devil's Rock*, a clear favorite in its category!

Our Recent Awards



DEVIL'S ROCK

Riesling is on Everybody's Lips:

- **“Riesling has finally begun to challenge Chardonnay’s dominance“**
(Howard G. Goldberg, USA, Wine News)
- **“The most surprising thing to me is how delicious dry German Rieslings have become.”**
(Eric Asimov, 23. April 2008, The New York Times)
- **“Riesling may surpass all its fellow noble varieties...”**
(“Mind-Altering-Riesling”, Patrick Comiskey, WineReviewOnline.com, 3. July 2007)
- **“... Germany’s Riesling grapes ... receive VIP treatments in the wine world”**
(Jessica Boettger, The Celebrity Café, July 2007)
- **“If you only buy one bottle of wine this summer make it a bottle of Riesling. Germany produces some of the best Riesling varieties in the world.”**
(Jessica Boettger, The Celebrity Café, July 2007)
- **“I never ever thought it would happen but at last it has. Riesling has really and truly become popular. In fact, nowadays most people even know how to spell and pronounce it.”**
(San Francisco Chronicle Online – SFGate.com, 4. January 2008)
- **“People would shun (Riesling), insisting that all Rieslings were sweet and that they only drink dry wine. Today’s younger consumers are eager to try something new, and high-quality dry Riesling strikes a chord.”**
(The San Francisco Chronicle, Page 14, August 2008)

Logistical Info			
UPC Code 021893796436		SCC Code 400218937964364	
Case Configuration		Pallet Configuration	
Bottle content in litres	0.75	Cases per pallet	60
Case Content in units	12	Layers per pallet	5
Case Length in inches	13.11	Cases per layer	12
Case Width in inches	9.84	Pallet Length in inches	47.24
Case Height in inches	11.81	Pallet Width in inches	39.37
Case Weight in lbs.	33.852	Pallet Height in inches	68.9

Contact Info

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