



September 14, 2016

Mr. Matt Clark, CEO
Treasury Wine Estates
555 Gateway Drive
P.O. Box 4500
Napa, California 94558

Dear Mr. Clark,

Over three decades ago, the Stags Leap District Winegrowers was formed as a non-profit trade association of growers and producers from the Stags Leap District appellation to grow the reputation of the appellation and its wines. As part of its mission, Stags Leap District Winegrowers has educated consumers, trade and media about the unique characteristics of the appellation and has promoted member wines, including Stags' Leap Winery wines, based on the premium and distinctive qualities reflected in those wines resulting from the appellation. As a result of the efforts of the Association and its members, the Stags Leap District has become recognized as one of the premiere wine appellations in the United States and the world, and all Stags Leap District Winegrowers' members have shared in, and reap the rewards of, this success.

It has recently come to our attention that Treasury Wine Estates intends to introduce a new wine brand called The Stag featuring a North Coast appellation. We understand that the back label prominently features the name of the winemaker for Stags' Leap Winery, Christophe Paubert, and the Stags Leap District origin story of the leaping stag – "The Legend" of which the Association and its members have used in marketing the AVA for decades, and which is truly intrinsic and identified with our sense of place.

Given the efforts extended by Stags Leap District Winegrowers and its 20 vintner members to promote the Stags Leap District appellation and its quality wines, we

are disappointed that Treasury would create a brand made from wine outside of Stags Leap District which is clearly intended to capitalize on the prestige and reputation of the Stags Leap District appellation. Not only does this diminish the value of the appellation, but it also allows Treasury to unfairly compete against the members of the Association by selling a lower-priced wine made from less-expensive grapes while still capitalizing on the Stags Leap District famed luxury name and association with the appellation. This is misleading to consumers.

In light of this, Stags Leap District Winegrowers requests that Treasury reconsider its plans to use both the back label lore and The Stag brand on California wine. It is our hope that Treasury realizes the harm it will do to the Stags Leap District and its neighbors should it proceed. The Stags Leap District Winegrowers values our relationship with Stags' Leap Winery, Christophe and the Manor House team and looks forward to continuing our collective efforts to position the Stags Leap District as an Iconic American appellation.

If you would like to discuss the matter further, please let us know.

Signed and sent via FEDex

Nancy Bialek
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on behalf of the Board of Directors
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707.255.1720

cc: Christophe Paubert