

THE CLIMBER POUCH

FROM CLIF FAMILY WINERY

All-Terrain Wine Transport

New Innovative Packaging that is as Easy on the Planet as the Palate:

- 🌿 **Portable and Unbreakable** – perfect for camping, picnics, barbeques, ball games and anywhere glass can't go
- 🌿 **Less Packaging, More Wine** – 90% less waste than the glass equivalent
- 🌿 **Environmentally Friendly** – 80% lower carbon footprint than the glass equivalent
- 🌿 **Highest Quality Wine** – sourced from the finest California vineyards
- 🌿 **Sip Anytime** – wine tastes great for up to one month after opening and chills in just 14 minutes in the refrigerator
- 🌿 **Great Value** – equivalent of two 750ml bottles in every pouch



80% lower carbon footprint than two glass bottles.



90% less waste and less landfill than two glass bottles.



Lighter to carry than glass.



Easy to re-seal and stays fresh for up to one month after opening.



Perfect for any adventure.

THE CLIMBER POUCH

	CALIFORNIA CHARDONNAY	CALIFORNIA CABERNET SAUVIGNON
TASTING NOTES	Our unoaked Chardonnay is full of intensely fresh aromas and flavors of grapefruit, melon and crisp apple. The fruit comes through from the palate to a decisive, juicy finish.	Our Cabernet Sauvignon is alive with blackberry jam, plum and black currant flavors. With a lush, soft finish and lots of personality, this wine is the perfect companion for your favorite foods.
PRODUCT SPECS	Alcohol: 14.1% Release Date: April 22nd, 2011 (Earth Day) Winemakers: Sarah Gott and Bruce Regalia Suggested Retail Price: \$16.99	Alcohol: 14.1% Release Date: April 22nd, 2011 (Earth Day) Winemakers: Sarah Gott and Bruce Regalia Suggested Retail Price: \$16.99
RECOMMENDED USE	Hike to the beach or your favorite picnic spot, spread out the blanket and your favorite lunch fixings. Open the Climber Pouch Chardonnay and pour for friends. Summer at its finest!	Head to your favorite camping spot, cook dinner over the campfire, bring out the s'mores and a glass of Climber Pouch Cabernet Sauvignon. Enjoy while catching up late into the night with friends under a starry sky.

Environmentally Friendly + Convenience + Great Wine = A Winning Combination

ALTERNATIVE PACKAGING IS GROWING IN THE DOUBLE DIGITS:

3L Premium Box wine	+11.2%*
Tetra Pak wine	+20.5%*

*AC Nielson, 52 weeks ending 1/8/11



www.cliffamilywinery.com

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1% FOR THE PLANET

Clif Family Winery is a proud member of 1% for the Planet and will donate one percent of all Climber Pouch sales to Trees for the Future, an organization that has been helping communities around the world plant trees since 1989.