

# *Halby Marketing, Inc.*

## ANNOUNCING WINES FROM THE NEWEST WORLD

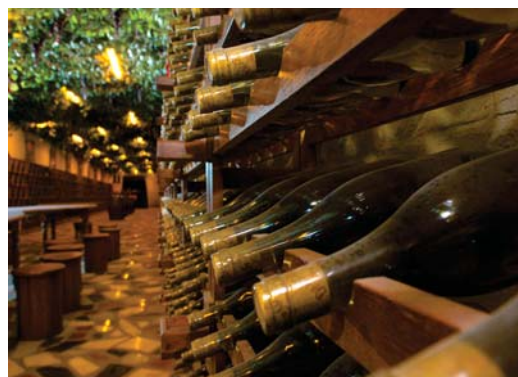
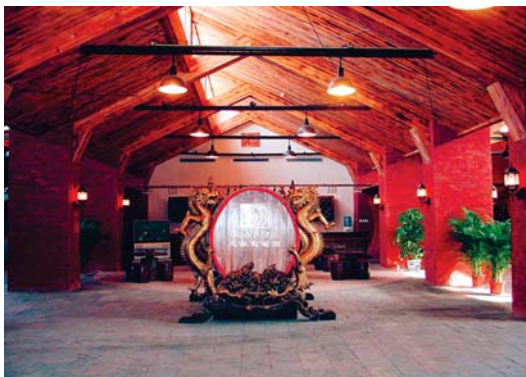
As a Halby Distributor, you know how well Halby Marketing Company continually strives to bring you exceptional wines of great value and sales appeal. To do this we scour Europe, the Old World, as well as the New Worlds of California, Chile, Australia and New Zealand. Now we have found a line of premium wines from the Newest World - CHINA!

### DRAGON SEAL PREMIUM WINES



Gone forever is the stereotypical notion that all Chinese wines are sweet and oxidized. Dragon Seal wines are made from French cultivators - Pinot Noir, Merlot, Cabernet Sauvignon, Chardonnay, Riesling and Blanc de Blanc (100% Chardonnay) Champagne which grow in the rocky hillside vineyards of the Hebei Appellation. The climate here mirrors that of France's Burgundy and Bordeaux Districts.

Grapegrowing and winemaking is done in the European style as directed by French winemaker, Jerome Sabate. He uses the latest techniques and state-of-the-art equipment as well as traditional and classical French and American oak barrels. The wines are outstanding and they represent a great value to your customers, and ultimately our consumers.



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The following pages contain some helpful selling background as well as some point-of-sale material available to you.

## VINEYARDS:

French and Chinese agronomists found the area around Huailai County had great potential for growing French grape varieties although Maryknoll Missionaries grew grapes in the region unscientifically, but successfully in 1910. This is about 75 miles northwest of Beijing in the great Sacheng Basin and very near the Great Wall. The mountains around this region create a natural barrier to the Monsoon rains which makes the climate dry. There are 617 acres planted.



These vineyards experience long, cold and dry winters and long, dry summers which allows picking well into October. The growing season is an extended one of warm days accompanied by cool nights preserving the potential wine's acidity & flavors.

Soils are principally sand and stone with low organic content, deep and well drained.

## WINEMAKING:



Annually, some 2500 tons of red grapes and 500 tons of white grapes are harvested village by village at the optimum levels of grape sugar and ripeness (to the taste) as supervised by Jerome Sabate. The grapes arrive at the winery in Beijing just hours after picking where they are crushed or whole cluster pressed in giant bladder presses - the latest Wine Industry hardware. All of the wines are fermented in stainless steel, temperature controlled tanks - Red wines at 70 F. and whites at 48 F.

The Reisling and Unoaked Chardonnay completes it's process (6 to 7 months) in inert, Stainless Steel tanks so that delicate flavors are not compromised. After initial fermentation, Champagne cuvee is bottled and the secondary fermentation takes place inside the glass in the French traditional Methode Champenoise.

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## WINEMAKING:

**P**inor Noir and Merlot go into French and American oak barrels (a good percentage new) for 10 months while Cabernet Sauvignon ages 12 months in the barrel. These barrels were crafted by renowned French coopers from well known French and American forests.



## JEROME SABATE - WINEMAKER

**B**orn in a grapegrowing family in Languedoc, the Mediterranean Region of France, Jerome Sabate carried the family torch to graduate from the University of Montpellier with a Masters of Science in Agronomy, Viticulture and Enology and graduated with a diploma in French Oenology. He continued at Montpellier in the research department and after a short time at the Tishbi Winery in Israel's Zichron Ya'acov district, he came to Dragon Seal in Beijing where he is in charge of viticulture and winemaking.

## DRAGON SEAL WINES:

### Dragon Seal Blanc de Blanc Sparkling Wine

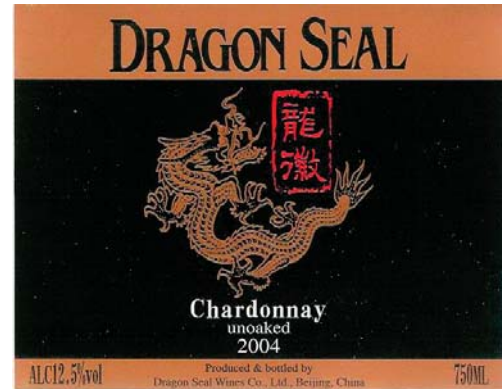
**I** 00% Chardonnay fermented Methode Champenoise and aged 9 months at 52 F before disgorging. Fine bubbles in a lovely combination of apple-like crispness offset by toasty yeastiness.



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## Dragon Seal 2004 Chardonnay

Unoaked so that an abundance of apple, pear and pineapple is arrayed in aroma and taste. It has a silky texture on the palate balanced by a pleasant crispness. A great compliment to seafood and chicken dishes Western OR Asian.

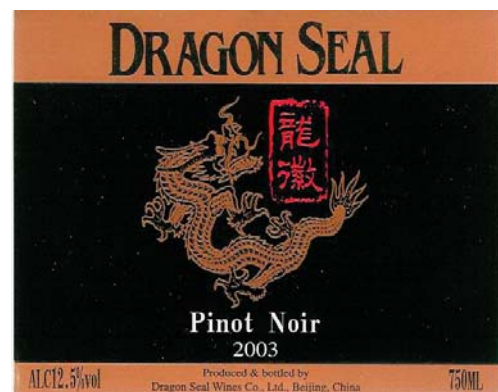


## Dragon Seal 2004 Reisling

This 100% varietal was fermented and aged in stainless steel to protect its delicate floral fruitness. With scents of pear, citrus and melon, the wine is pleasantly dry and whispy on the palate. Pair with light seafood dishes, most fruit dishes, or serve as an aperitif.

## Dragon Seal Pinot Noir

Aged and matured in French and American Oak barrels for 10 months, this premium wine sports brightness in color as well as flavors of cherries complexed by a mushroom earthiness. Soft and round on the plate, it is perfect with lamb or pork dishes Western or Asian.



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## Dragon Seal 2004 Merlot

This premium wine aged in French oak barrels for 10 months to create notes of fresh red berries, coffee mocha and a touch of oak with a rich, full texture on the palate. A great marriage with beef or pork dishes Western or Asian.



## Dragon Seal 2003 Cabernet Sauvignon

This 100% varietal wine was aged one year in French and American oak barrels as well as an additional year in the bottle. Fragrances of plum, blackberry-cassis and pepper with a barrel note of oak merge in the palate in a rich, full body. Bring on the grilled meats and hearty sauces.

## PRICING

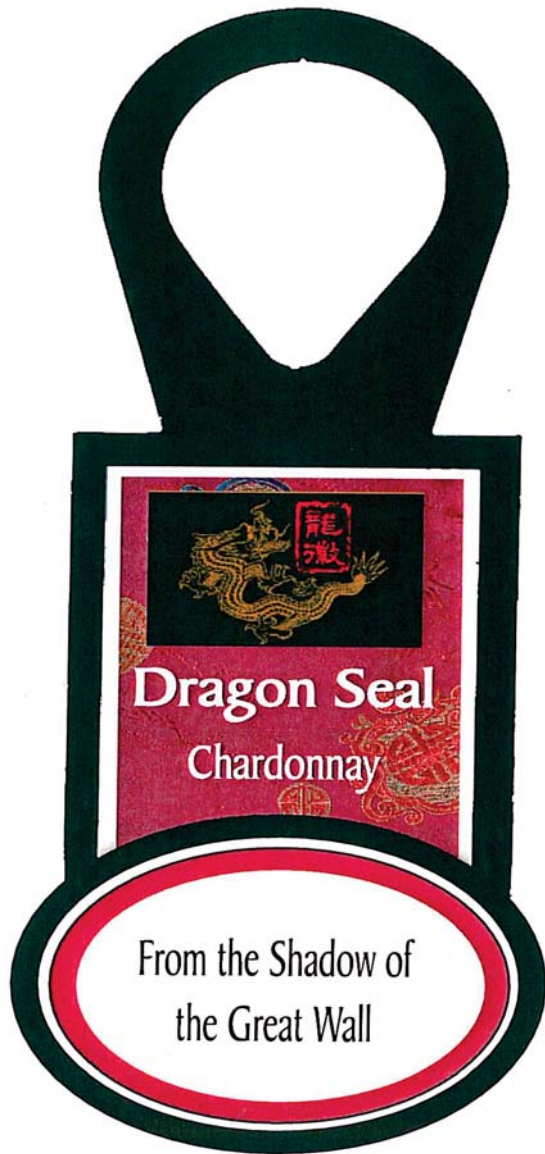
FOB California



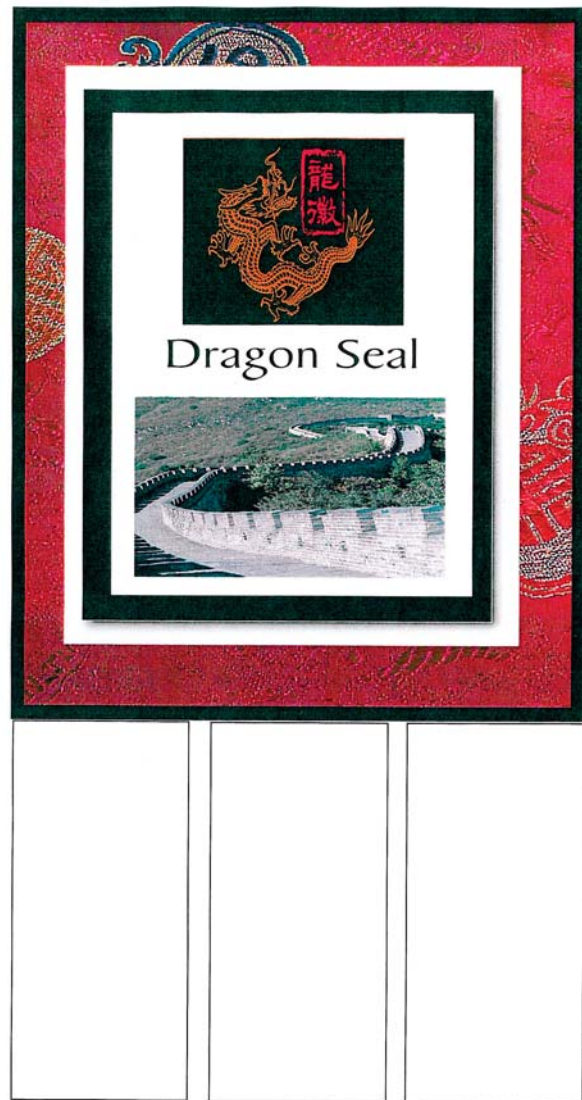
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## POINT OF SALE MATERIAL

**B**ottle Neckers/Shelf Talkers:



**C**ut Case Card:



## PUBLIC RELATIONS:

An aggressive PR program will be launched in those specific cities in which your products will be sold, complete with releases and photos that will appeal to wine and food editors.

## INFORMATION

Please call, fax or e-mail for more information

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