

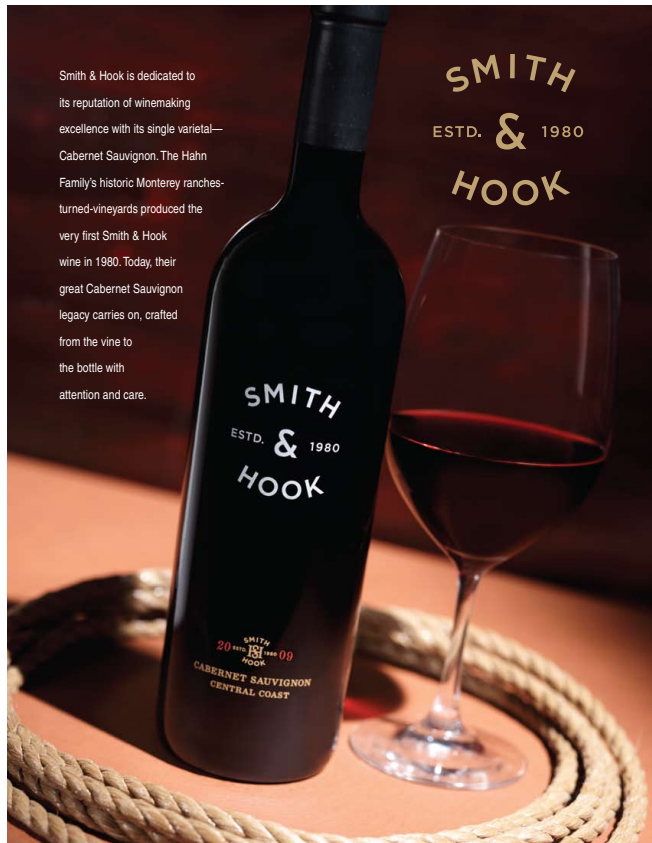
# SANDRA M. COERO

\* creative marketing solutions | specializing in the wine industry

## portfolio



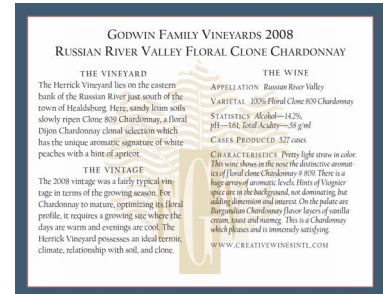
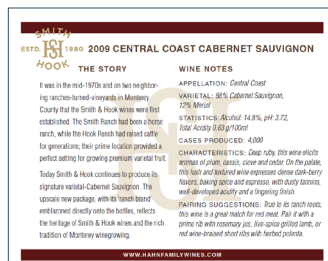
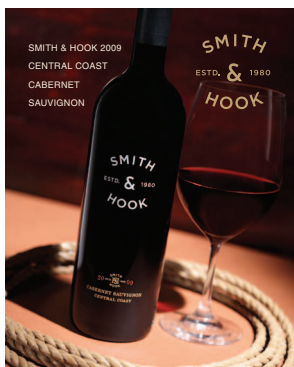
## Point of Sale & Brand Materials



smith & hook sell sheet and wine card



godwin sell sheet and wine card



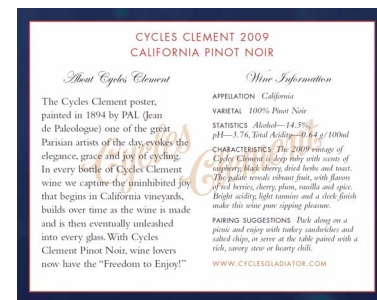
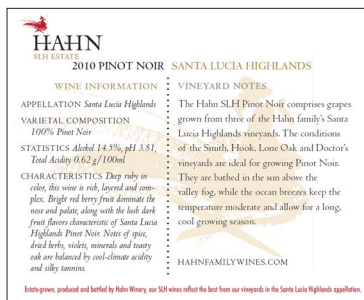
## Point of Sale & Brand Materials



hahn slh estate sell sheet and wine card



cycles clement sell sheet and wine card






## Web Site Design & Production

Sandra Coero Consulting

Design Team: Sandi Coero (art direction, architecture, copy writing), Monroe Street Studios (graphic design), WebNet Express (web production).


**SANDRA M. COERO**  
creative marketing solutions | specializing in the wine industry

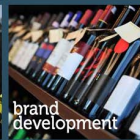

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**Sandi Coero Consulting**

provides creative and strategic marketing solutions, specializing in the wine industry. We provide comprehensive solutions that enhance and build on your winery's unique personality and story. We thrive on helping wineries develop media and advertising strategy and cohesive marketing materials that fit the personality of the brand and its positioning in the marketplace, strengthening both national and consumer direct sales. We love taking what is already unique about your brand and bringing it to life.

*"I have worked with Sandi for over 15 years in multiple capacities in several different companies. I can truthfully state that it would be difficult to exaggerate Sandi's expertise and many talents in the areas of wine industry marketing and public relations."*  
Bill Leigon, President, Hahn Family Wines

creative services

brand development

communications

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Call **707-578-5005** | [sandi@coeroconsulting.com](mailto:sandi@coeroconsulting.com) | f 707-525-2788

Copyright 2011 Sandra M. Coero | Website design by Monroe Street Studios | Website Development by Cynthia First


**SANDRA M. COERO**  
creative marketing solutions | specializing in the wine industry

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**Sandi Coero Consulting Services**

- Effective visual and written communications (print and web)
- Exceptional branded collateral and point of sale
- Professional follow-through on projects and promotional campaigns
- Product Placement and event consulting
- Media Strategy and trade communications
- Advertising and Presentations
- Art direction for photo shoots and graphic design projects

Also offered is a wide variety of resources for project completion. I work with a highly skilled team of photographers, graphic designers and print companies.

*"I have worked with Sandi for over 15 years in multiple capacities in several different companies. I can truthfully state that it would be difficult to exaggerate Sandi's expertise and many talents in the areas of wine industry marketing and public relations. She has a superb eye for design and has created multiple styles of Point-of-Sale material in various media disciplines. Her work is always professional and always on time."*  
Sandi has also been instrumental in creating and shaping many marketing campaigns for wineries of 50 cases to 500,000 cases, including our marketing campaigns for Rex Gallelli, Cycles Gladiator, Hahn Family wines, and many more."

Bill Leigon, President, Hahn Family Wines





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Copyright 2011 Sandra M. Coero | Website design by Monroe Street Studios | Website Development by Cynthia First

Creative Wines International

Design Team: Sandi Coero (art direction, architecture, copy writing), Monroe Street Studios (graphic design), WebNet Express (web production).


**CREATIVE WINES INTERNATIONAL**  
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VISIT US ON FACEBOOK OR TWITTER

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**BRANDS**  
Godwin  
Mettler  
Sandholdt  
TanTerra



MARKETING

**EXPORT BRANDS**  


Sandholdt Wines are featured on the Wine of the Month Club! [click here for details](#)

**CREATIVE WINES INTERNATIONAL**

At Creative Wines International we specialize in bringing unique and exceptional wines to the marketplace. Carefully sought out small estate producers mingled with some of our own exciting development projects round out our portfolio of extraordinary wines. We work closely with our trade partners who expertly place the brands with retailers and restaurants throughout the United States and beyond.

**TWITTER UPDATES**

- Nice blog post for Mettler 2005 Petite Sirah - we agree!  
<http://t.co/npayKd> #wine 59 days ago
- Mendelson Wines swept the Orange County Fair wine comp with all three of their wines winning gold! 07 Pinot, Muscat Canelli and Pinot Gris! 76 days ago

[READ MORE UPDATES...](#)  
[FOLLOW CWI ON TWITTER...](#)

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Creative Wines International | 100 story point rd ste 235 | santa rosa, ca 95401 | 707.542.2502 | fax 707.542.2077


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**BRANDS**  
Godwin  
Mettler  
Sandholdt  
TanTerra



**EXPORT BRANDS**  


**METTLER FAMILY VINEYARDS**

For over six generations the Mettler Family has been growing premium varietal grapes in California's Lodi appellation. The Mettlers are stewards of the land with their organically farmed vinegrowing estate, and their ultra-premium Cabernet Sauvignon, Petite Sirah, and Zinfandel are the signatures of family pride and over 100 years of grape growing excellence.

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Creative Wines International | 100 story point rd ste 235 | santa rosa, ca 95401 | 707.542.2502 | fax 707.542.2077



## Programs & Promotions

Brand: Fire Station Red. Program: Fire Up the Grill -Spring/Summer 2009  
Design Team:Sandi Coero(art direction, project management  
copy writing, trade distribution), Monroe Street Studios(graphic design),  
Timm Eubanks Photography, John Drady(Client).



sell sheet

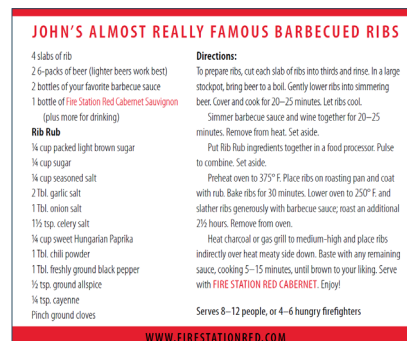


recipe necker



recipe pad

case card with recipe pad attached



WWW.FIRESTATIONRED.COM

## Advertising



# HAHN

WINERY


CELEBRATING 30 YEARS OF WINEMAKING IN MONTEREY COUNTY

Crafted from the best of Monterey and the Central Coast, Hahn wines represent a tradition of excellence in winemaking and a commitment to food, farming and family.

 **Hahn**  
FAMILY WINES

[hahnfamilywines.com](http://hahnfamilywines.com)


 MONTEREY BAY AREA  
GREEN BUSINESS PROGRAM




SMITH  
ESTD. & 1980  
HOOK

The Hahn Family's historic Monterey ranches-turned-vineyards produced the very first Smith & Hook wine in 1980. Today, their great Cabernet Sauvignon legacy carries on, crafted from the vine to the bottle with attention and care.

CELEBRATING 30 YEARS OF WINEMAKING IN MONTEREY COUNTY

 **Hahn**  
FAMILY WINES

[hahnfamilywines.com](http://hahnfamilywines.com)

 MONTEREY BAY AREA  
GREEN BUSINESS PROGRAM



CECILE GLADIATOR

Wines of Uninhibited Taste

CECILE GLADIATOR  
CENTRAL COAST WINES

[CECILEGLADIATOR.COM](http://CECILEGLADIATOR.COM) [WINESOFUNINHIBITEDTASTE.COM](http://WINESOFUNINHIBITEDTASTE.COM)



HAHN  
SLH ESTATE  
VINEYARDS & WINERY

PRESENT THIS AD FOR TWO COMPLIMENTARY TASTINGS OF OUR AWARD-WINNING WINES

Tastings | Gifts  
Picnics | Events  
& Weddings

37700 Foothill Rd.  
Soledad, CA  
HahnWinery.com  
831 678 4555  
Mon-Fri 11-4  
Sat & Sun 11-5

Client: Hahn Family Wines.  
Design Team: Sandi Coero (art direction & project management, copy writing), Monroe Street Studios (graphic design), Timm Eubanks Photography, Philip Woodrow (client).



# brand development



**CYCLES GLADIATOR**  
27700 FOOTBALL BLVD  
P.O. DRAWER C  
SOLIDAGO, CA 95140  
831 678-2132  
FAX 831 678-2005  
WWW.CYCLESGLADIATOR.COM

**THE HISTORY OF THE BICYCLE**  
The invention of the bicycle had a revolutionary impact around the world. Considered the first democratic means of transportation, the bicycle eliminated dependence on the horse and carriage and allowed people the freedom to transport themselves faster and more efficiently. Though the exact history of the bicycle is unclear, the Golden Age of Cycling reached its pinnacle in the late 1800s, during the Belle Époque era, when a number of innovations brought the ordinary bicycle to its highest level of improvement. The modern bicycle was now more comfortable and safe to ride and liberated people from traditional methods of transportation.

Women in particular benefited from the enhanced mobility and independence, and it sparked a revolution in women's fashion. Women now wore pantaloons, trousers, and other cycling gear—which was considered shocking by the traditionalists and purveyors of the day. Even Mr. Anthony once wrote: "Let me tell you what I think about bicycling: I've done more to emancipate women than anything else in the world."

**THE BELLE ÉPOQUE ERA**  
The years between 1871 and 1914 represent one of the most fascinating periods in European history. During this time Europe was enjoying a period of intense peace, and a midwest would begin to emerge. Arts and sciences developed with an incomparable speed and intensity. A part of the renaissance in all social classes, and with that a desire for more, more... there emerged things. People were united by the feeling of a new start, new better times, and a sense of freedom and happiness prevailed.

History's greatest transformations of art and poetry from traditional to modern occurred during the Belle Époque. Art is every genre produced like never before. In Paris, a remarkable artistic style emerged during this era where it appeared in numerous forms—most notably in genres advertising various goods and entertainment. There was but a few of the subjects of these now famous Parisian works.

A hundred years later, the same thing happened in the wine industry. History's greatest transformation of wine from traditional to modern has occurred during the last two decades of the 20th century and wine has prepared the never before—advancements in viticulture and winemaking coupled with the widespread and media-driven acceptance of wine as a part of a healthy lifestyle have transformed the wine industry.



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**THE CYCLES GLADIATOR STORY**  
Cycles Gladiator embodies a celebration of the freedom and happiness that pervaded Europe in the late 18th century—now known as the Belle Époque. This era marked many notable inventions and improvements to daily life, one of which was the modern bicycle or *Le Bicyclopède*.

Baron de Pons in 1991 to Alexander Fleming, who would later become famous for his discovery of penicillin, Cycles Gladiator was one of the dozens of bicycle companies that entered the market when the cycling craze boomed. The Golden Age of cycling reached its pinnacle in 1905—and that same year, James C. Mooney created one of the great Parisian advertising posters. Only four of these original posters exist today.

The famed artwork that was described as the style of Cycles Gladiator now graces the bottles of our finest wines from California's Central Coast. The mythological image of the winged woman riding a bicycle captures the grace and established beauty of our lifestyle vineyards.

**VINEYARDS**  
The wine of Cycles Gladiator American the supply, from-driven style of California's coastal vineyards. Among the varied splendors of Monterey County is the graceful and undisturbed beauty of our hillside vineyards. These vineyards, the primary source for the Cycles Gladiator wines, enjoy the most optimum growing conditions in regions bearing a more varied climate than any other appellation in California. The wind and fog sources to drive grapes ripening, producing a growing season up to two months longer than in more grape-growing regions. The allows the grapes to hang longer on the vine and ripen naturally—resulting in more natural acidity, flavor, concentration and structure.

**WINEMAKING**  
The Cycles Gladiator wines are crafted at the Hahn Family Winery in Monterey County. A pioneer and legend team at Hahn Family employs the latest technology married with those of the past to bring forth the finest wine possible. A state-of-the-art facility using the latest winemaking techniques and equipment.

press & sales kit materials




	2009 PINOT GRIGIO	2008 CHARDONNAY	2007 MERLOT	2008 SYRAH	2008 PINOT NOIR	2007 CABERNET SAUVIGNON
APPELLATION	California	Central Coast	California	Central Coast	California	California
VARIETAL COMPOSITION	90% Pinot Grigio, 4% Muscat	84% Chardonnay, 11% Viognier, 5% Pinot Gris	90% Merlot, 10% Cabernet Sauvignon	87% Syrah, 13% Petite Sirah	100% Pinot Noir	87% Cabernet Sauvignon, 13% Petite Sirah
COO/RACE	100% stainless steel	92% new French oak	70% new and 30% neutral French oak	40% new French oak	60% new and 40% neutral French oak	65% new and 35% neutral French oak
PH	3.45	3.65	3.62	3.82	3.65	3.91
TOTAL ACIDITY	0.50 g/100ml	0.59 g/100ml	0.63 g/100ml	0.65 g/100ml	0.59 g/100ml	0.61 g/100ml
ALCOHOL	13.5%	13.8%	13.5%	13.5%	13.9%	13.5%
RELEASE DATE	December 2009	August 2009	April 2009	September 2009	February 2009	January 2009
WINEMAKER COMMENTS	The palestrato hue of this wine hints at the fresh, airy nature of the wine. A blend of Pinot Grigio and Muscat intertwines with notes of ripe peach, pear, and floral aromatics. The palate offers flavors of tart green apple, lemon zest and wild honey. Acidity brings structure without overpowering the fruit and leads to a clean and pleasing finish.	This Chardonnay exhibits a fruit-forward, crisp style with a subtle use of oak. This refreshing, versatile, palestrato wine is bright and lively, featuring notes of green apple, peach, melon and just a touch of buttered toast. Tropical fruit flavors are balanced with floral notes, vanilla and spice. The finish is lush yet silky.	Richly colored with lovely aromatics of dark cherry, plum and cedar underscored with subtle toasty oak. Lush fruit and bright plum flavors with lively structure are noted by notes of savory pepper, horseradish, tobacco, and rose petals. This full-bodied Syrah presents a pleasant combination of rich texture, solid acidity and velvety tannins.	This Pinot Noir has beautiful color and begins with aromas of red fruit, ripe tomato, sautéed mushrooms and pepperiness. Luscious and juicy, this Pinot Noir has a touch of sweet wood emerges as a hint of vanilla, just out of reach. This smooth wine is perfectly balanced, with a long finish, and pleasurable on the palate.	This Pinot Noir has beautiful color and begins with aromas of red fruit, ripe tomato, sautéed mushrooms and pepperiness. Luscious and juicy, this Pinot Noir has a touch of sweet wood emerges as a hint of vanilla, just out of reach. This smooth wine is perfectly balanced, with a long finish, and pleasurable on the palate.	This 2007 Cabernet Sauvignon sports a rich dark fruit aroma. Brooding mocha, raspberry and black cherry notes are immediately succulent, and then supported by dusty tannins and well-balanced acidity. Based on the palate, this well-focused wine is very approachable when consumed.

CYCLES GLADIATOR P.O. DRAWER C, SOLIDAGO, CA 95140 831 678-2132 FAX 831 678-2005  
NATIONAL SALES & MARKETING: HAHN FAMILY WINES 700 CALIFORNIA BOULEVARD, NAPA, CA 94559 707 226-2463  
WWW.CYCLESGLADIATOR.COM WWW.HAHNFAMILYWINES.COM

sell sheet

posters & banners







**Wines of Uninhibited Taste**

CALIFORNIA CENTRAL COAST WINES

WWW.CYCLESGLADIATOR.COM

Brand: Cycles Gladiator. Design Team: Sandi Coero (art direction & project management, copy writing), Monroe Street Studios (graphic design), Timm Eubanks Photography.



# \* brand development

**FOUR**  
THE PREMIUM WINE TUBE

**ABOUT FOUR**

**The First Premium California Wine in an Eco-Friendly Tube**

FOUR Wines, a pioneering company committed to innovative, sustainable alternative packaging, proudly introduces a new line of wines available in an upscale and eco-friendly package. The new FOUR Wine brand has developed the first-ever California wine in a "tube" which eliminates heavy glass, corks and foils, reducing its carbon footprint by 50% over traditional wine bottles.

Through the efficiencies of environmentally friendly packaging, FOUR is able to produce a higher-quality wine for its eco-friendly container and has become the first alternatively packaged luxury wine. Winemaker Jerry Gaudin sourced and crafted FOUR's first release, an exceptional California Cabernet Sauvignon, from the Monterey, Paso Robles and Lodi appellations.

Perfect for restaurants, bars, clubs and hotels, FOUR Wine helps on-premise establishments achieve 100% sustainability. The lightweight container—which is 100% recyclable—reduces the cost of shipping making this exceptional wine available at a very competitive price. The elegant package displays beautifully on a back bar, perfect for a by-the-glass offering, which stays fresh for weeks, eliminating costly waste.

**FOUR REASONS TO BUY FOUR** 1. You are supporting alternative energy sources and helping the planet by reducing the carbon footprint and landfill waste. 2. You are getting 100% worth of wine for under \$40. 3. You are creating "green calls" jobs—good for the economy. 4. And you are enjoying an exceptional wine, in a beautiful package, which, in moderation, can be beneficial to your health!

**More Reasons to POUR FOUR**

**For restaurants**—FOUR helps lower carriage costs with its lightweight containers.

**For retailers**—The FOUR wine tube takes up less shelf space than 4 traditional bottles and is slightly shorter than a traditional 750ml wine bottle.

**For consumers**—Less waste at home—the wine stays fresh for 4 weeks after opening!

**DON'T BE A SQUARE. THINK 'GREEN' AND DRINK OUTSIDE THE BOX**

FOUR WINE COMPANY 100 Stony Point Road, Suite 235 Santa Rosa, CA 95401 www.fourwinetube.com

**FOUR**  
THE PREMIUM WINE TUBE

**ABOUT SUSTAINABILITY**

**Saving the Earth, One Tube at a Time**

The unique FOUR 3-Liter Wine tube is not just another exceptional wine in pretty wrapping. The attractive, innovative packaging has a major impact on reducing the carbon footprint vs. traditional glass bottles:

- Reduces carbon footprint by 50% vs. traditional wine packaging. A standard wine bottle holds 750 milliliters of wine and generates about 5.2 pounds of carbon-dioxide emissions when it travels from California to a store in New York. Our FOUR 3-liter tube generates about half the emissions per 750 milliliters.
- Reduces wine bottle landfill waste by 80% vs. traditional wine packaging.
- 100% recyclable materials.
- Labels produced at a printer utilizing wind power.

All of the electricity for the printing facility is purchased from a company that produces the electricity through wind turbines. Supports alternative energy sources and helps create "green collar jobs."

**NO MORE CORKS!** In addition to retaining CO<sub>2</sub>, cork forests are a natural habitat for a variety of wildlife species. Plus the possibility of a "corked" wine is virtually eliminated with the FOUR Wine Tube!

**Carbon Dioxide Emissions per 100 Gallons of Wine**

**DON'T BE A SQUARE. THINK 'GREEN' AND DRINK OUTSIDE THE BOX**

FOUR WINE COMPANY 100 Stony Point Road, Suite 235 Santa Rosa, CA 95401 www.fourwinetube.com

press & sales kit materials

web site



trade sell sheet

**FOUR**  
THE PREMIUM WINE TUBE

VIEW KPX NEWS VIDEO

ABOUT FOUR FOUR SUSTAINABILITY FOUR WINE FOUR TRADE FOUR PRESS CONTACT FOUR

**DON'T BE A SQUARE. THINK OUTSIDE THE BOX**

**Why Four? Why not? It's four fun. It's four ease of entertainment. It's four those special moments with family and friends. It's four celebrations. But most of all it is four remarkable wines designed to deliver an extraordinary experience in every glass. Why not try Four today and discover the ease and convenience of the next generation of innovative, environmentally friendly packaging for wine.**



**FOUR**  
THE PREMIUM WINE TUBE

**FOUR REASONS TO BUY FOUR**

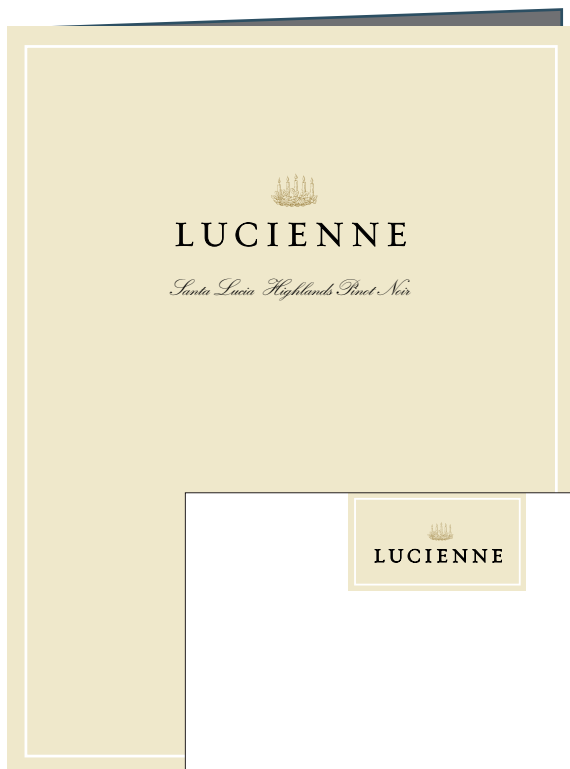
- Equivalent to 1000 standard bottles of wine and stays fresh for 1000 weeks!
- The first luxury wine in an eco-friendly tube! A complete and elegant ultra premium California Cabernet Sauvignon.
- Eco-friendly lightweight packaging—100% recyclable, 50% less carbon emissions, and labels made from wind power.
- Perfect for any occasion, all FOUR seasons of the year!

FOURWINETUBE.COM  
**DON'T BE A SQUARE • THINK OUTSIDE THE BOX**

wine card & shelf talker

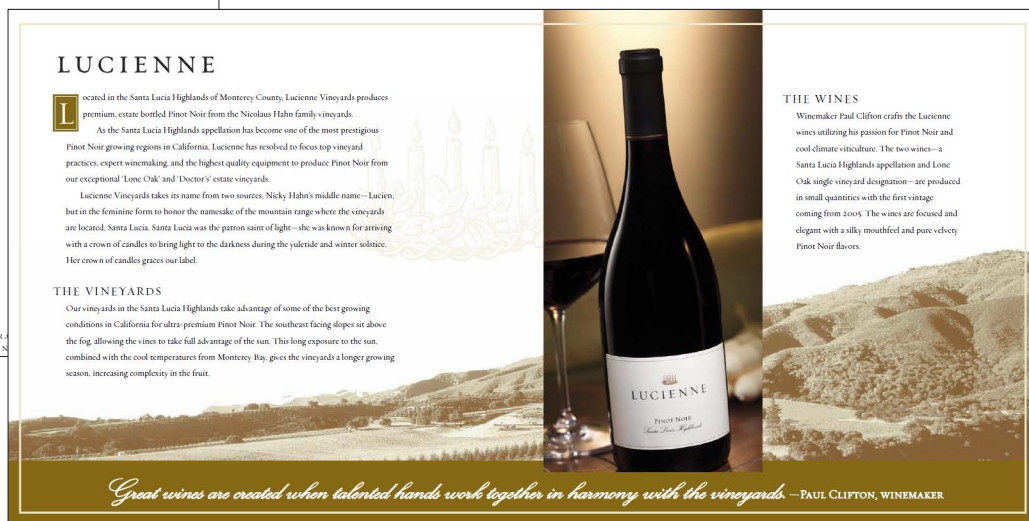
Brand: FOUR Premium Wine Tube. Design Team: Sandi Coero (art direction & project management, copy writing, graphics), Monroe Street Studios (graphic design), Timm Eubanks Photography, WebNet Express (web production).

# \* brand development



sell sheet

press kit  
letterhead



## LUCIENNE

**L**ocated in the Santa Lucia Highlands of Monterey County, Lucienne Vineyards produces premium, estate bottled Pinot Noir from the Nicolaus Hahn family vineyards.

As the Santa Lucia Highlands appellation has become one of the most prestigious Pinot Noir growing regions in California, Lucienne has resolved to focus top vineyard practices, expert winemaking, and the highest quality equipment to produce Pinot Noir from our exceptional 'Lone Oak' and 'Doctor's' estate vineyards.

Lucienne Vineyards takes its name from two sources. Nicky Hahn's middle name—Lucien, but in the feminine form to honor the namesake of the mountain range where the vineyards are located. Santa Lucia. Santa Lucia was the patron saint of light—she was known for arriving with a crown of candles to bring light to the darkness during the yuletide and winter solstice. Her crown of candles graces our label.

### THE VINEYARDS

Our vineyards in the Santa Lucia Highlands take advantage of some of the best growing conditions in California for ultra-premium Pinot Noir. The southeast facing slopes sit above the fog, allowing the vines to take full advantage of the sun. This long exposure to the sun, combined with the cool temperatures from Monterey Bay, gives the vineyards a longer growing season, increasing complexity in the fruit.

### THE WINES

Winemaker Paul Clifton crafts the Lucienne wines utilizing his passion for Pinot Noir and cool climate viticulture. The two wines—a Santa Lucia Highlands appellation and Lone Oak single vineyard designation—are produced in small quantities with the first vintage coming from 2005. The wines are focused and elegant with a silky mouthfeel and pure velvety Pinot Noir flavors.


*Great wines are created when talented hands work together in harmony with the vineyards.* —PAUL CLIFTON, WINEMAKER

brochure

Brand: Lucienne Vineyards (Hahn Family Wines).  
Design Team: Sandi Coero (art direction, copy writing & project management) Evelyn Pool (client),  
Monroe Street Studios (graphic design), Timm Eubanks Photography.



We understand the importance of maximizing reviews and accolades through effective print materials, trade communication, social media and targeted point of sale materials. We can also handle wine competition and media submissions.

[illegible]

**FAT MONK**  
2009 CENTRAL COAST MERLOT

behold the Father, the Sun  
and the Central Coast!

ONE OF THE TOP  
11 WINES IN THE  
COMPETITION!  
"TOP VALUE WINE!"  
2011 Houston Rodeo  
International Wine  
Competition

**HOUSTON**  
Rodeo & Music  
Festival

[www.villasanvittetie.com](http://www.villasanvittetie.com)

[illegible]

Cycles  
GLADIATOR

2008 PINOT NOIR

**GOLD MEDAL!**

GOLD MEDAL  
WINNER

2010 SAN FRANCISCO CHRONICLE  
WINE COMPETITION

CYCLESGLADIATOR.COM

**SMITH & HOOK**

**2007 CABERNET SAUVIGNON**

**88 Points & One Puff!**   
"Rich and succulent!"  
—*The Connoisseurs' Guide to California Wine* (August 2010)



To see a video tasting note for this wine, scan this tag with your smart phone. Don't have a tag reader? Search for MobileTag in your app store.

**WWW.SMITHANDHOOK.COM**



## Magazine Placement



- Live Earth Global Event
- Let's Make A Deal
- Global Green Oscar Party
- Stand Up to Cancer
- The Bonnie Hunt Show
- The OWN (Oprah Winfrey Network)
- National Cycling Events (USA championships, Tour de Georgia, Tour of California, Livestrong Challenge, Sea Otter Classic)
- The US Open



# SANDRA M. COERO

\* creative marketing solutions | specializing in the wine industry

All of the examples in our portfolio represent a collaborative effort, which always begins with our clients' needs and input. Together, with the professional expertise and contributions of talented graphic designers, website designers, printers and photographers, each project took on a life of its own and was brought to a successful conclusion. Certain photographs, web site components, and designs were produced by professionals contracted by Sandra Coero Consulting on behalf of our clients, and some design elements and logos were provided to us by our clients. We would like to acknowledge their creativity, excellent work and involvement in helping these brands stand out in the crowd.

707-578-5005

sandi@coeroconsulting.com f 707-525-2788 c 707-799-6889  
coeroconsulting.com santa rosa, sonoma county, california

creative services | brand development | communications