



LEADING HOTELS

Serving the traveler – both in the United States and abroad – and establishing our wines as the premier American brand on international wine lists are long-standing objectives at Robert Mondavi. To keep pace with our increasingly mobile and global customer base, our wines are now found in hotels throughout the world. Our customer profile is very similar to that of the world's premier hotels, such as The Ritz-Carlton, and our

wines naturally complement their menus and extensive, highly selective wine lists. At Ritz-Carlton hotels around the world, our wines provide guests a familiar brand name that inspires confidence.

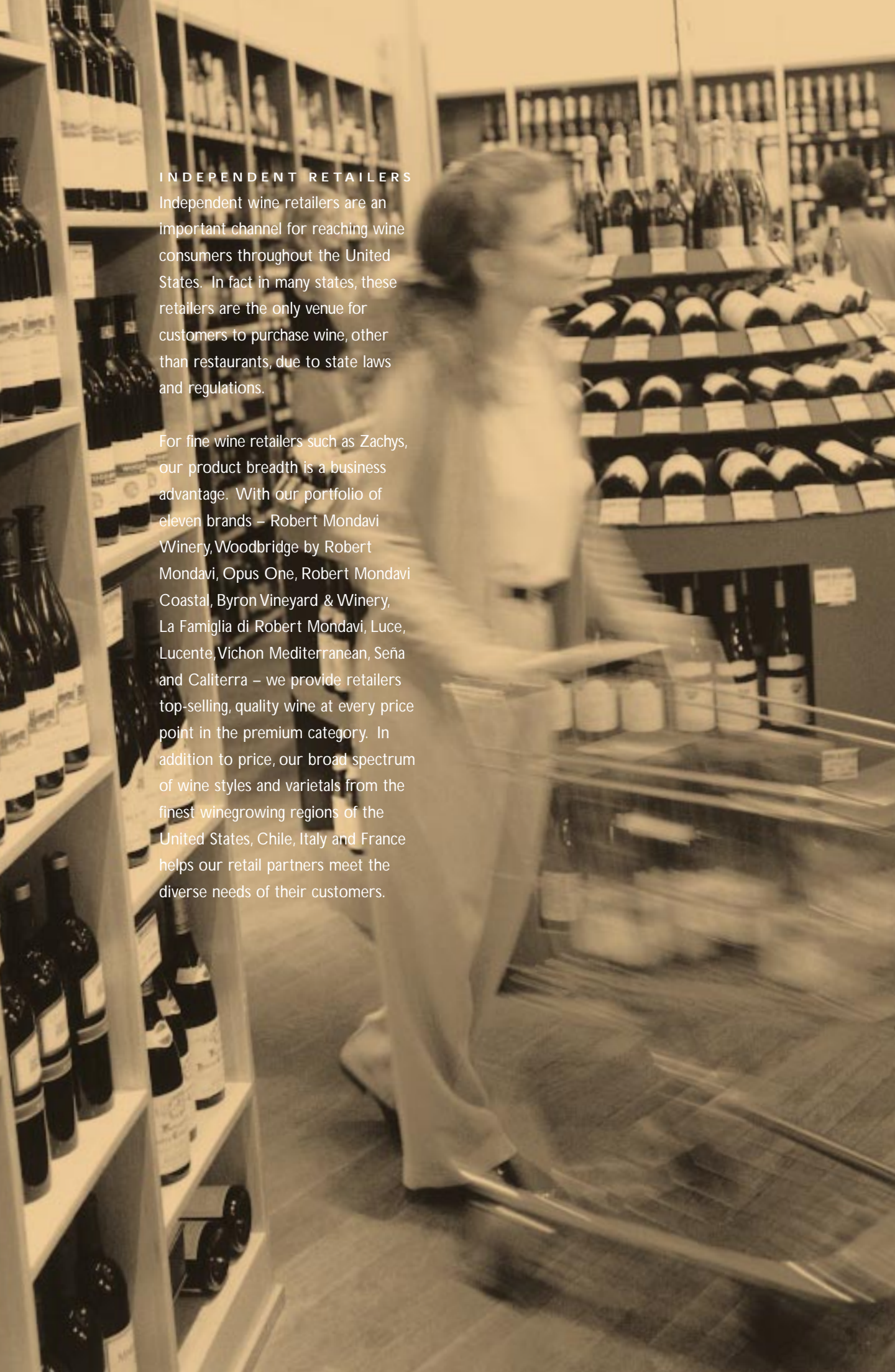
Our hotel clients have also learned that they can rely on Robert Mondavi and the unique marketing programs we develop to address the specific needs of their customers. As one of the few premium wine companies with truly international distribution, we can supply our wines and execute programs around the world, wherever our clients' properties are located.



Otto Svensson

“The Ritz-Carlton and Robert Mondavi share the same vision: to provide customers with the finest product and experience. For Ritz-Carlton this means service excellence and for Robert Mondavi this translates to outstanding wines.”

Otto Svensson
Vice President, Food and Beverage
The Ritz-Carlton Hotel Company, L.L.C.
Atlanta, Georgia



INDEPENDENT RETAILERS

Independent wine retailers are an important channel for reaching wine consumers throughout the United States. In fact in many states, these retailers are the only venue for customers to purchase wine, other than restaurants, due to state laws and regulations.

For fine wine retailers such as Zachys, our product breadth is a business advantage. With our portfolio of eleven brands – Robert Mondavi Winery, Woodbridge by Robert Mondavi, Opus One, Robert Mondavi Coastal, Byron Vineyard & Winery, La Famiglia di Robert Mondavi, Luce, Lucente, Vichon Mediterranean, Seña and Caliterra – we provide retailers top-selling, quality wine at every price point in the premium category. In addition to price, our broad spectrum of wine styles and varietals from the finest winegrowing regions of the United States, Chile, Italy and France helps our retail partners meet the diverse needs of their customers.



Don Zacharia

“Robert Mondavi is unique. They have great name recognition, unequalled wine quality, and wines that fit nearly every budget. We love them.”

Don Zacharia
President
Zachys Wine Store
Scarsdale, New York



RESTAURANTS

Created by the visionary chef and entrepreneur Wolfgang Puck nearly 17 years ago, Spago is the gold standard in California cuisine today. With five locations, including Beverly Hills and the original restaurant in Hollywood, Spago is famous for its fresh, innovative food and trend-setting clientele. Like many restaurants of its stature and style, customers want to discover new wines as part of their unique dining experience at Spago; they want to choose from a wine list that is not commonplace.

Under the direction of Master Sommelier Michael Bonaccorsi, Spago Beverly Hills has developed one of the most extensive and eclectic wine lists in the Los Angeles area. It includes more than 475 selections – about half from California – among them several of our finest Robert Mondavi Napa Valley wines and our California-grown La Famiglia di Robert Mondavi Italian varietals. La Famiglia marries our Italian heritage with our innovative California spirit, which we share with an image-leading restaurant such as Spago.



Michael Bonaccorsi

“What impresses me most about Robert Mondavi is their constant quest to improve quality. Like Spago, they are always trying to do things better to provide a more pleasurable experience.”

Michael Bonaccorsi
Master Sommelier and Wine Buyer
Spago Beverly Hills
Beverly Hills, California

A woman with long blonde hair, wearing a dark top and a watch, is looking down at a wine bottle she is holding in a supermarket aisle. The background is blurred, showing other people and shelves. The lighting is warm and golden.

SUPERMARKETS

Supermarkets are a key distribution channel for Robert Mondavi, accounting for approximately 25% of our sales. Our brands enjoy strong positions in virtually every major supermarket in the United States, including H.E. Butt Grocery Co. (H.E.B.), the leading independent chain in San Antonio, Texas. Working with H.E.B. and other large supermarket customers, we have developed marketing programs that achieve the objectives of both supplier and seller.

“The Art of Not Cooking” is one such program we created to enhance our wine sales and build H.E.B.’s home meal replacement business – a priority for many grocery companies. This program pairs Robert Mondavi wines with prepared or easy to prepare foods that make a complete dinner, from


main course to wine to dessert. With centralized “menus” listing the participating foods and eye-catching point of sale graphics throughout the store to identify the components of these easy meals, this program helps shoppers make quick dinnertime decisions and a delicious, coordinated meal.



David A. Duran

“More than a supplier, Robert Mondavi is our partner, bringing us great ideas that sell more wine and help us achieve our overall business objectives. I enjoy Robert Mondavi wines at my own table.”

David Duran
Director of Procurement
H.E. Butt Grocery Co.
San Antonio, Texas



INTERNATIONAL
RESTAURANTS

Since the founding of the Robert Mondavi Winery more than 30 years ago, our family's goal has been to make wines that belong in the company of the great wines of the world. In comparative tastings conducted by independent industry experts, our wines continue to demonstrate their world-class quality and stature year after year. This consistent quality is reflected in the presence of our wines on the wine lists of many of the world's great restaurants.

In London, Le Gavroche has been a pioneer in French *haute cuisine* for several decades. Respected for its wonderful food and outstanding personal service, Le Gavroche offers only the best wines from the world's premier winegrowing regions. We are extremely proud that several of our Robert Mondavi Napa Valley Reserve wines are among them, representing the best of California wines to their international patrons.



Silvano Giralдин

“Like Robert Mondavi, Le Gavroche is a family business with an unwavering commitment to excellence. In wine, as in our food, we offer only the world’s best.”

Silvano Giralдин
General Manager
Le Gavroche
London, England

A waiter in a white shirt and black bow tie is holding a tray of wine glasses. The background is a blurred restaurant interior with warm lighting. The text is overlaid on the image.

RESTAURANTS

People are dining out and trying new wines at restaurants more today than ever before. Among the growing number of popular and successful dining concepts is Ruth's Chris Steak House, the nation's largest upscale restaurant company with 66 locations. At each of their restaurants, fine wines, including many from Robert

Mondavi, complement great food, service and ambience. Ruth's Chris isn't alone – our portfolio of wines is represented on the wine lists of thousands of restaurants in the United States alone and the number continues to grow.

We've built a strong presence in leading restaurants over the past 30 years because of our commitment to helping restaurants enhance the wine consuming experience for their patrons. Serving fine wines requires knowledgeable well-trained waitstaffs – our direct link to wine consumers – and at Robert Mondavi, we work with our restaurant partners to help their staff develop the wine knowledge, customer skills and confidence they need to suggest an appropriate wine selection.



Ruth Fertel

“Our guests trust Ruth’s Chris Steak House for fine food, atmosphere and service. We trust Robert Mondavi for their family of fine wines.”

Ruth U. Fertel
Chairperson and Founder
Ruth’s Chris Steak House
Metairie, Louisiana

WAREHOUSE CLUB STORES

With strong growth, high sales volumes and rapid inventory turnover, membership warehouse club stores, such as Costco, are an increasingly important sales channel for Robert Mondavi. Club stores help us expand – and broaden – our customer base, while we provide a compelling combination of strong brand equity, outstanding product quality and value that attracts member shoppers. As a result, our portfolio of wines is well represented throughout the club store industry.

To best serve this growing market, we offer specially designed products that meet the specific needs of our club store partners. For example, to simplify in-store handling, we package Woodbridge wines in self-merchandisable display cases that can go directly from the truck to the warehouse selling floor. We also customize special in-store promotions that both educate consumers and increase brand awareness and sales.





Jim Sinegal

“At Costco, we look for strong partners with powerful name brands and high-value products. Robert Mondavi is a perfect fit.”

Jim Sinegal
*President and Chief Executive Officer
Costco Companies, Inc.
Issaquah, Washington*

A vintage tractor is shown in a field, with its front loader lifting a large, dark tarp. The scene is captured in a sepia or golden-brown tone, suggesting a historical or agricultural setting. The tractor is positioned in the lower right, and the tarp is suspended in the upper right. The background shows a field with some trees and a clear sky.

NEW CHANNELS

When Disney's California Adventure theme park opens adjacent to Disneyland in the year 2001, an exciting, educational and entertaining exhibit on California premium wines will be one of the highlighted attractions. Developed in partnership with Robert Mondavi, the exhibit will feature all of our California wines and will include vineyards, a film on the history of California winemaking, wine tasting areas, a gourmet food and retail shop, and a restaurant modeled after the Vineyard Room at our flagship Robert Mondavi Winery. With millions of guests expected to visit the park each year, this exhibit will expose large groups of potential customers to the Robert Mondavi story.

The Disney project is an important strategic step in our efforts to expand the base of premium wine consumers. We are also reaching new audiences through other non-traditional channels, such as the Internet. In fact, our web site now averages more than 30,000 visits each month.



Michael P. Berry

“What better partner to introduce the California wine experience to our millions of guests than Robert Mondavi, whose name is synonymous with quality winemaking.”

Michael P. Berry
Vice President, Food Operations and Concept Development
Disneyland
Anaheim, California