

“What is the definition of a good wine? It should start and end with a smile.” William Sokolin

Pinot Noir: A Perfect Example of Product Placement

By: Becky Rochester, Wine Club & Direct Mail Manager

It's Friday night, and you are sitting on the couch, watching a movie and drinking a delicious glass of BARGETTO wine. It wasn't too long ago that movies used COLA as a generic brand for soda and a tennis shoe was just any old tennis shoe. Today, companies have realized the importance of product placement. Product placement is when a company pays a fee or donates their product to have their brand or product included in a movie. The decision to feature Reese's Pieces in ET catapulted the product-placement-craft into the Hollywood mainstream. Reese's Pieces leapt onto kids' mental menus and sales shot up 65%; Mars, the maker of M&Ms, had passed on the opportunity.

How does this apply to the wine industry and BARGETTO WINERY? Well, after the movie *Sideways* premiered in 2004, there was an instant Pinot Noir craze and the *Sideways Effect* began. Wineries everywhere noticed a dramatic increase in Pinot Noir sales and a similar decrease in Merlot sales. "The 2002 vintage was the best vintage in California history up and down the coast, so you have every reason in the world to pursue Pinot Noir," James Laube, senior editor at *Wine Spectator* said, "The timing couldn't be better."

Yes. The timing couldn't have been better for the consumer, but the *Sideways Effect* couldn't have happened at a worse time for producers. The 2005 Pinot Noir harvest yielded about 50-80 percent less than expected in a majority of the key Pinot areas—including the Russian River Valley, Anderson Valley and the Sonoma Coast. The movie increased sales for Pinot Noir and has left many wineries struggling to meet consumer demands. Pinot Noir sales reached 370,000 cases for the 12 weeks ending January 15, an increase of nearly 16 percent from

the same period a year before, according to an ACNielsen analysis. Vintners and wine store owners say they've definitely noticed the *Sideways Effect*. Local producers in the Santa Barbara area can't keep up with the demand, and retail stores are selling more Pinot Noir than ever.



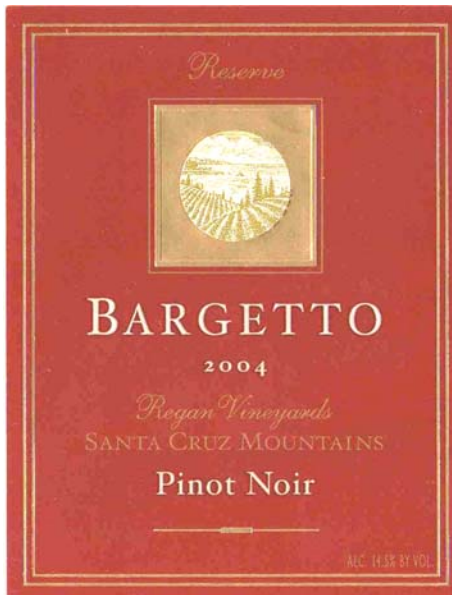
Photo courtesy of HBO.com

In the movie *Sideways*, Miles explains how to taste wine to Jack. "Let me show you how this is done. First thing, hold the glass up and examine the wine against the light. You're looking for color and clarity. Just, get a sense of it. OK? Uhh, thick? Thin? Watery? Syrupy? OK? Alright. Now, tip it. What you're doing here is checking for color density as it thins out towards the rim. Uhh, that's gonna tell you how old it is, among other things. It's usually more important with reds. OK? Now, stick your nose in it. Don't be shy, really get your nose in there. Mmm... a little citrus... maybe some strawberry..."

Was product placement the reason why Pinot Noir sales have grown so dramatically? With everyone lamenting the difficulties of measuring the ROI (return on investment) of product placement, *Sideways* presents impossible-to-ignore numbers on the powers of persuasion. Thanks to the main character's snobbish partialities, sales of Pinot Noir, traditionally an ignored varietal, have skyrocketed,

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increasing 22 percent in the US from mid-December to mid-January alone. The film's disparaging of Merlot, on the other hand, has reportedly had a negative effect on sales of that varietal.



The beloved indie film about two men on an odyssey through California's wine country has prompted the use of the word *pinot* in the nation's vocabulary, reports Reuters. Pictured above is the label for the newest Regan Vineyards Wine Club release: 2004 Reserve Santa Cruz Mountains Pinot Noir.

One wine brand, Blackstone Pinot Noir, has seen sales increase by almost 150 percent since the film opened. Additionally, *Sideways* has increased tourism to California's wine region and driven business up 30 percent at The Hitching Post, a restaurant featured in the film. Cars creep along the highway in Santa Barbara, their passengers leaning out the window to snap photographs of what used to be just the Clubhouse Sports Bar or the Ocean Lanes bowling alley or Ostrich Land, now familiar backdrops from the big screen. Call it the *Sideways Effect*. Room 234 at the Days Inn in Buellton—where Miles and Jack sleep off their hangovers—is consistently booked. Many area hotels offer *Sideways* packages, which typically include meals, lodging and a tour or round of golf. Local tour agencies, such as Personal Tours, Ltd., are offering half or full-day driving tours of the film's locations. To help visitors cope with the rigors of marathon wine tasting, the Santa Barbara Hotel Group has assembled a *Sideways* Wine Tasting Survival Package, which includes stain remover, aspirin, Alka-Seltzer, a corkscrew and a bottle of

local wine. These real, quantifiable results make *Sideways* a perfect example of how product placement can change the perception and popularity of any product or brand. But in this case, the filmmakers sought out products and places they liked rather than being pitched by particular companies and brands.

BARGETTO WINERY also has felt the *Sideways Effect*. To this day we still have guests visit us and talk about *Sideways* and Pinot Noir. At this very moment, we are sold out of all our BARGETTO Pinot Noir. The Santa Cruz Mountains provide the perfect climate to grow Pinot Noir because of the cool coastal breezes and mild temperatures which provide the best environment for this varietal. The good news is that we are very happy to announce that the Regan Vineyards Wine Club is the first to receive this month's release of the highly anticipated 2004 Reserve Santa Cruz Mountains Pinot Noir.

So will another product placement knock Pinot Noir out of the spotlight? Although we cannot predict which varietal will be the next *it* wine or what will cause it to happen, we can enjoy the appreciation and interest that the movie *Sideways* has brought to the wine industry. Next time you are sitting on the couch, watching a movie and drinking a delicious glass of BARGETTO 2004 Reserve Pinot Noir, you may not only see a great movie but you may witness another successful product placement of real-life products, services or brands.

Resources:

Vintners see 'Sideways' Effect

<http://www.cbsnews.com/stories/2005/02/21/entertainment/main/675298.shtml>

Hell No, Merlot: 'Sideways' Alters Wine Market

<http://www.foxnews.com/story/0,2933,149122,00.html>

A Product-Placement Hall of Fame

<http://www.businessweek.com/1998/25/b3583062.htm>

BrandChannel Product Placement Awards for 2004

http://www.brandchannel.com/features_effect.asp?pf_id=251

Wine Product Placement is Ad Message on a Bottle

<http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2006/07/09/state/n112444D42.DTL&hw=wine&sn=001&sc=1000>

'Pinot' is Hollywoods Word of the Year

<http://movies.zap2it.com/movies/news/story/0,1259,---24720,00.html>

Photo of Miles and Jack courtesy of HBO

<http://www.hbo.com/hbohd/img/252x190/sideways.jpg>

Current Release

2004 Reserve Santa Cruz Mountains Pinot Noir

The year of 2004 produced some very good Pinot Noir for us at Regan Estate Vineyards. The reserve was chosen from two lots of wine. The blend is primarily Martini clone with a little Dijon and Pommard. The wine has that Pinot Noir floral nose with aromas of anise and cherries. There is a good tannin structure, and this wine will benefit with a little bottle aging.

-Michael Sones, Winemaker

Harvest

Grapes: 100% Pinot Noir

Vineyards: 100% Regan Estate Vineyards

Average Date: 9/10/2004

Brix: 25.5°

Wine

Alcohol: 14.5%

Total Acidity: 0.6 grams/100ml

pH: 3.60

Length of Barrel Aging: 12 months French & American Oak

Malolactic: 100%

Cases Produced: 283

Total cost for 3 bottle release

Pick Up Members	\$90.72
CA UPS Direct Members	\$103.22
Out-of-State UPS Direct Members	\$98.50
Freight Forwarder/FedEx Members	\$100.50

Price reflects 20% Wine Club discount. MI, ND, NH, NY, TX, VA add applicable tax.
(Retail price for this release is \$35 per bottle.)

Next Release

2005 Santa Cruz Mountains Dolcetto

This dark red wine comes from Regan Estate Vineyards. The wine exhibits aromas of dark cherry with menthol overtones. There is a good tannin structure and the French oak adds a touch of vanilla. This wine is still in the barrel, but will be bottled very soon.

-Michael Sones, Winemaker

Harvest

Grapes: 100% Dolcetto

Vineyards: 100% Regan Estate Vineyards

Average Date: 10/5/05

Brix: 26.4°

Wine

Alcohol: 14%

Total Acidity: TBD

pH: 3.44

Length of Barrel Aging: 8 months and still in the barrel

Malolactic: 100%

Cases Produced: TBD

Total cost for 3 bottle release

Pick Up Members	\$51.84
CA UPS Direct Members	\$64.34
Out-of-State UPS Direct Members	\$62.50
Freight Forwarder/FedEx Members	\$64.50

Price reflects 20% Wine Club discount. MI, ND, NH, NY, TX, VA add applicable tax.
(Retail price for this release is \$20 per bottle.)

Vintage Sale

Buy 6 or more bottles of the
2002 Santa Cruz Mountains Merlot
and receive a 25% discount!

\$90 per half case.

\$180 per case.

That's only \$15 per bottle!
Retail price is \$20 per bottle.

Offer ends 8/31/06.

Call, fax, email or order online.

1-888-400-9463

831-475-2664

wineclub@bargetto.com

www.bargetto.com

Vintage Notes

Stock up and save on your current release!
Buy 6 or more bottles of the
2004 Reserve Santa Cruz Mountains Pinot Noir
and receive a 25% discount!

\$157.50 per half case.

\$315 per case.

That's only \$26.25 per bottle!
Retail price is \$35 per bottle.

Offer ends 10/15/06.



Wine & Food

Thursday Night Music Series featuring "Double Shot" (funk/fusion)

BARGETTO WINERY

Thursday, August 3, 2006

6:00 p.m. to 8:00 p.m.

Unwind from the work week and enjoy live music, wine and appetizers in our creekside courtyard. "Double Shot" will be our featured band. Tastes of wine and snack packs will be available for purchase.

Thursday Night Music Series featuring "The Victor Ohana Hawaiian Band" (Hawaiian)

BARGETTO WINERY

Thursday, August 10, 2006

6:00 p.m. to 8:00 p.m.

Unwind from the work week and enjoy live music, wine and appetizers in our creekside courtyard. "The Victor Ohana Hawaiian Band" will be our featured band. Tastes of wine and snack packs will be available for purchase.

Scotts Valley Art & Wine Festival

Skypark in Scotts Valley

Saturday and Sunday, August 12 & 13, 2006

BARGETTO WINERY will be pouring wine at the Scotts Valley Art & Wine Festival. Stop on by and enjoy a glass.



Capitola/Soquel Chamber Mixer hosted by BARGETTO WINERY

BARGETTO WINERY

Thursday, August 17, 2006

\$5 for Capitola-Soquel Chamber members and \$10 for non-members.

Thursday Night Music Series featuring "Margo Leduc"

BARGETTO WINERY

Thursday, August 31, 2006

6:00 p.m. to 8:00 p.m.

Unwind from the work week and enjoy live music, wine and appetizers in our creekside courtyard. "Margo Leduc" will be our featured band. Tastes of wine and snack packs will be available for purchase.



Go to www.bargetto.com/events to view upcoming events at BARGETTO WINERY.

Grilled Filet Mignon with Goat Cheese Cream

Fire up the grill and enjoy a glass of the BARGETTO 2004 Reserve Santa Cruz Mountains Pinot Noir.

Ingredients:

Four 7oz. filet mignon
1/2 c. white wine
1 T. minced shallots
1 c. heavy cream
1/4 c. mild goat cheese
Salt & pepper to taste

Directions:

Combine wine and shallots in 3 quart pot over medium high heat. Reduce 75% then add cream and reduce heat to medium. Reduce by half then whisk in goat cheese. Season with salt and pepper. Sauce is ready when it coats back of spoon. Serve over grilled filet mignon, with baked potato and seasonal vegetables. Enjoy with a glass of BARGETTO 2004 Reserve Santa Cruz Mountains Pinot Noir.

Serves 4.

For more recipes check out www.bargetto.com

Epicurean Notes



Greg Flores studied culinary arts at The California Culinary Academy in San Francisco. Upon graduation, Greg worked his way up from Extern to Sous Chef at Café Marcella, a four star restaurant in Los Gatos, California. After a brief time as Executive Chef at Bethany College, Greg is now back in Los Gatos as one of the chefs at Three Degrees in The Toll House Hotel. Greg is very familiar with BARGETTO wines and cooks with them often.

Have questions or comments for Greg?

Email him at gbflores1@hotmail.com

(put BARGETTO in the subject line).

