



# what's your flavor?

**FREE** FAT *bastard* **t-shirts** will heat up sales and keep consumers looking cool!

**timing:** June 1 through September 5, 2008

**mail-in offer:** Consumers send an original order form, plus register receipt proof of purchase and \$5 shipping and handling, to receive their FAT *bastard* t-shirt.\*

\*A wine purchase is required. Offer void where prohibited.

## stylish and fun!

FAT *bastard's* unpretentious and irreverent approach to wine carries over to our t-shirts! High quality, 100% cotton tees designed to match our most popular varietals:

**Juicy Merlot, Full bodied Chardonnay,**  
and **Spicy Shiraz.**

## live FAT this summer

- 4th Largest French wine brand
- #1 selling French Chardonnay, Shiraz & Cabernet Sauvignon
- NEW! Pinot Noir now available!

AC Nielsen, US Grocery, 52 Weeks ending 4/5/08



## eye catching, colorful point of sale

**Header/case card:** 10" x 16", die cut, with 25 page order form tear pads ready to affix

**Neckers:** 6 15/16" x 4 3/16", die cut, folded with order form