



**TEXAS ALCOHOLIC BEVERAGE COMMISSION
CERTIFICATE OF APPROVAL OF LABELS FOR
WINE**

Date: June 17, 2011

Label Certificate Number: 777465

**Pursuant to the application of : POPCORN WINE GROUP
Holder of permit/license number : S572775**

**Brand : ALEXANDER BECK
Class : MERLOT
Vintage : 2009
Appellation : ALEXANDER VALLEY
Style : N/A
Size(s) : 750 ML
Container Type : N/A
Container Material : N/A
Stated Alc. Content : 14.2%
Tested Alc. Content : N/A
TTB Number : 11041001000561**

are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA(s) to be obtained, new Texas label approval will also be required.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the labels herein approved, or the contents of such container, to conform to the statements and representations made on such labels.

**Label Approval Section
Tax Division
Label.Approval@tabc.state.tx.us**

**c/o POPCORN WINE GROUP
PO BOX 39
ATTN: VON TRESS ASSOCIATES**



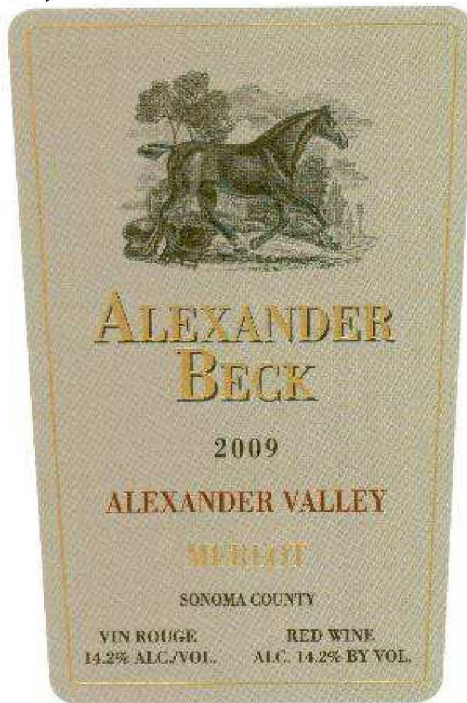
TABC

TEXAS ALCOHOLIC BEVERAGE COMMISSION

service ★ courtesy ★ integrity ★ accountability

TEXAS ALCOHOLIC BEVERAGE COMMISSION

WINDSOR, CA 95492



ALEXANDER BECK

The premium vineyards of the Alexander Valley first took root with its discovery by Cyrus Alexander in 1840. The land grants that followed in 1841 and 1844 deeded 48,800 acres to H.D. Fitch and Cyrus began the years of work needed to earn his share of the discovery.

During these first years in the Alexander Valley, the cattle ranches depended heavily on the Spanish Andalusian horse.

The transition from cattle and orchards to the beautiful vineyards of today took place over the next 130 years. The rolling hills and well-drained soils of the Alexander Valley proved the perfect growing environment for premium Merlot.

The multiple layers of terroir in the valley are reflected in the wine. Alexander Beck Cellars 2009 Merlot shows classic Bordeaux style. Soft tannins present red plums, blueberry and toasted caramel hints from oak aging. Serve with braised meats, poultry, ripened soft cheeses and most any rich sauces.

Vined and Bottled by Alexander Beck Cellars
American Canyon, Napa County, California

PRODUIT DES ÉTATS-UNIS PRODUCT OF U.S.A.



750 ML

CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.