



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**

Texans Helping Businesses & Protecting Communities

**CERTIFICATE OF APPROVAL OF LABELS FOR
WINE**

Date: December 28, 2017

Label Certificate Number: 1002951

Pursuant to the application of : TREASURY WINE ESTATES AMERICAS COMPANY
Holder of permit/license number : S760614

Brand : 19 CRIMES
Fanciful Name : THE PUNISHMENT
Vineyard : N/A
Class : PINOT NOIR
Vintage : 2017
Appellation : SOUTH EASTERN AUSTRALIA
Size(s) : 50ML-58L
Stated Alc. Content : 13.5% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 17333001000980

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.

**APPROVAL OF THIS LABEL DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODES
AND RULES.**

Label Approval Section

Tax Division

Label.Approval@tabc.state.tx.us

c/o TREASURY WINE ESTATES AMERICAS COMPANY
PO BOX 4500
NAPA, CA 94558



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19 Crimes.

PINOT NOIR 2017
SOUTH EASTERN AUSTRALIA, AUS.

THE
PUNISHMENT

NINETEEN CRIMES turned criminals into colonists. Upon conviction, British rogues guilty of those crimes were sentenced to Australia rather than death. This punishment by "transportation" began in 1788, and many of the lawless died at sea. The rough-hewn prisoners who reached Australia lived in servitude under the lash. Pioneers in a frontier penal colony, they forged a new country, and new lives, brick by brick. This 2017 Pinot Noir celebrates the rules they broke and the culture they built. Download our AR App #talkingbottles

Contact us with questions or comments at 888-544-3223

19crimes.com



IN THE US IMPORTED AND BOTTLED BY TWE IMPORTS, SONOMA, CA.
PRODUCED BY 19 CRIMES, 97 STURT HIGHWAY NURIOOTPA SA 5355 AUSTRALIA.
CONTAINS SULFITES • CONTIENT DES SULFITES
PRODUCT OF AUSTRALIA • PRODUIT D'AUSTRALIE • RED WINE • VIN ROUGE

750 mL 13.5% alc./vol.

1A5¢; ME15¢

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.



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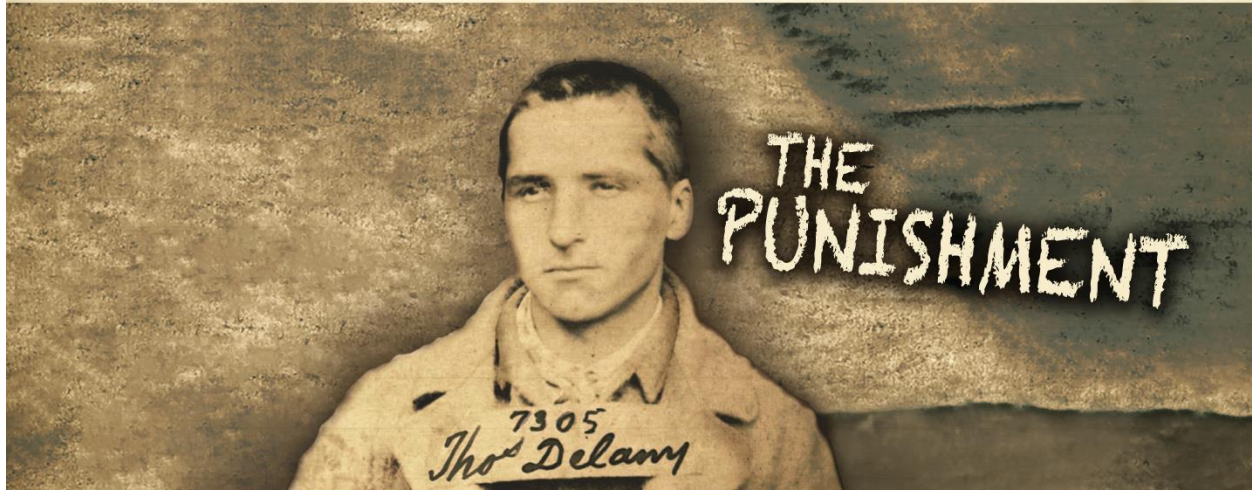
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Proclamation:

2017

19 Crimes.

**EACH DECLARED BY HIS MAJESTY to be punishable
on Conviction by Transportation.**



PINOT NOIR

13.5% ALC./VOL.