



**TEXAS ALCOHOLIC BEVERAGE COMMISSION
CERTIFICATE OF APPROVAL OF LABELS FOR
VINOUS LIQUOR**

Date: 04/10/2008

Label License Number: 689769

Pursuant to the application of : BANVILLE & JONES WINE MERCHANTS

Holder of permit/license number : S258170

**Brand : ALTA VISTA-SINGLE VINEYARD SERENADE
Class : MALBEC
Vintage : 2004
Appellation : MENDOZA
Style : N/A
Size(s) : 750 ML
Container Type : BOTTLE
Container Material : GLASS
Stated Alc. Content : 14.5%
Tested Alc. Content : N/A
TTB Number : 07177003000090**

are hereby approved.

This approval is issued only for the above name applicant and shall remain in effect unless there be a change in the label, contents, style, or size of the container or unless otherwise stated herein.

Labels approved by this certificate are for use on containers having the same capacity as represented hereon.

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.

**Steve Greinert
Compliance Manager**

**c/o BANVILLE & JONES WINE MERCHANTS
545 W 34TH ST STE 4E
NEW YORK, NY 10001-1398**



TEXAS ALCOHOLIC BEVERAGE COMMISSION

ALTA VISTA® SINGLE VINEYARD

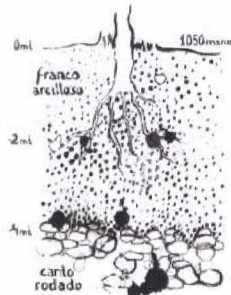
SERENADE
LUJAN DE CUYO - MENDOZA

MALBEC
2004

Manufactured with grapes 100% originating from one single terroir, each of our Single Vineyard reveals its own and unique personality and style that are the expression of the terroir from where it originates.

PRODUCT OF ARGENTINA

ALTA VISTA® SINGLE VINEYARD



1,050 mosi. Our Terroir, located in Luján de Cuyo, is characterized by a very wide thermal amplitude and an almost non-existent risk of frost. The climate is arid, the soils are clay loam and deep with boulder at 4 meters from the surface. Irrigation is traditional, with water from the Andes Mountain Range and from a well from which freatic waters are extracted. Our vineyard plants are more than 40 years old. They are pruned in simple guyot and the mass selection of plants is characterized by middle-sized clusters with loose, good-looking grains.

SERENADE - MALBEC 2004

SERENADE VINEYARD'S MALBEC'S STAND OUT FOR THEIR FRUITY NOTES THAT REMIND OF RED FRUITS, A TANNIC STRUCTURE WITH A GOOD PERSISTENCE IN THE MOUTH AND A GREAT REFINEMENT. 100% OF THIS MALBEC ARE AGED IN SMALL FRENCH OAK BARRELS DURING 12 MONTHS. LIMITED BATCH: 1.500 BOTTLES. STORING TIME: 5 TO 8 YEARS.

This wine is a natural product therefore it can have sediments in the bottle.

PRODUCED AND BOTTLED BY LA CASA DEL REY S.A. N° B-71531
Alzaga 3972, Chacras de Coria, Luján de Cuyo, Mendoza, Argentina.
altavista@altavistawines.com - www.altavistawines.com
IMPORTED BY: Banville & Jones Wine Merchants, North Bergen, NJ
www.bjwm.com

PRODUCT OF ARGENTINA
RED WINE

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.

CONTAINS SULFITES
ALTA VISTA IS A REGISTERED TRADEMARK

14,5% ALC. BY VOL
750 ML LXXX