



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

Date: 03/30/2011

Label Certificate Number: 771382

Pursuant to the application of : WINEBOW INC.

Holder of permit/license number : S557417

**Brand : 2 UP
Class : SHIRAZ
Vintage : 2010
Appellation : MCLAREN VALE
Style : N/A
Size(s) : 750 ML
Container Type : BOTTLE
Container Material : GLASS
Stated Alc. Content : 17%
Tested Alc. Content : N/A
TTB Number : 11039001000155**

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 WINEBOW INC.
75 CHESTNUT RIDGE RD
MONTVALE, NJ 07645**

TEXAS ALCOHOLIC BEVERAGE COMMISSION

AFFIX COMPLETE SET OF LABELS BELOW

Image Type: Back

Actual Dimensions: 2.56 inches W X 3.45 inches H

2up is handcrafted using a blend of Shiraz grapes from highly prized vineyards in the McLaren Vale where thin soils, limited water and warm summers produce small berries with intensely flavored fruit and deep, dark color. Bright aromas and flavors of spicy blackberry and plum with a subtle hint of chocolate are beautifully integrated into.

2up's namesake comes from a traditional Australian game of chance where players bet on how two coins will land. Helen and Kevin O'Brien took a chance themselves by buying a winery in 1997. From the award-winning first vintage, critics and consumers alike have all agreed the gamble has paid off.

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.

IMPORTED BY WINEBOX INC., NEW YORK, NY - www.winebox.com
 BOTTLED BY: KANGARILLA ROAD, MCLAREN VALE, AUSTRALIA



750ML • ALC. 14% VOL.
 CONTAINS SULFITES
 PRODUCT OF AUSTRALIA
www.2upwine.com

459872453515

Image Type: Brand (front)

Actual Dimensions: 6.10 inches W X 3.45 inches H

MCLAREN VALE

2up

2010 Shiraz

14% ALC. BY VOL.

Helen O'Brien Kevin O'Brien