

THE BORGHIAS WINE

Background

In collaboration with CBS Consumer Products and Showtime Networks, Votto Vines Importing will directly import and market a select line of Italian wines it has personally chosen and made the decision to entrust with its label of approval. The wines have each been hand selected because they exemplify not only the best of Italy, but also demonstrate great price-quality ratio and value. The initial portfolio will consist of two varietals, *Valpolicella* and *Soave*. These classic Italian wines were selected because they are traditional varietals produced in the Veneto, a key region for the Borgia dynasty.

THE BORGHIAS on SHOWTIME®

Oscar®-winning actor Jeremy Irons stars in the epic drama series as Rodrigo Borgia, the cunning, manipulative patriarch of The Borgia family who ascends to the highest circles of power within Renaissance-era Italy. Additionally, Academy Award®-winning director Neil Jordan (*The Crying Game*) serves as creator and executive producer of the series.

THE BORGHIAS is a complex, unvarnished portrait of one of history's most intriguing and infamous dynastic families. The series begins as the family's patriarch Rodrigo (Jeremy Irons) becomes Pope, propelling him, his two Machiavellian sons, Cesare and Juan, and his scandalously beautiful daughter, Lucrezia, to become the most powerful and influential family of the Italian Renaissance.

Label Design

The Borgias wine label design combines the elements of tradition, simplicity and elegance. Created by emerging graphic designer Elliot Cohen, the inspiration for the labels was the Borgia family crest (picture below). The bull symbolized the power of the Borgia family in Italy.



WINE PORTFOLIO



Soave DOC (2010): This 100% garganega is grown 150 meters above sea level in the volcanic hills outside Verona. It displays its fine character when first poured through brilliant pale straw yellow and fresh and delicate scents including vine flowers and elderberry. Its taste is dry and tangy with hints of green apple. It pairs well with many foods including antipasti, rice dishes, baked fish, grilled white meats and vegetable soups. Drink now.

Training System and Plant Density: Pergola veronese planted with approximately 4,000 vines per hectare yielding approximately 10,000 kg per hectare.

Harvest: First ten days of October.

Vinification: Soft pressing and fermentation in temperature-controlled stainless steel tanks.

Organoleptic description: A lightly aromatic dry white wine.

Total Acidity: 5,00-5,20 gr/l.

Vol. 12.5%



Valpolicella DOC (2010). This beautiful valpolicella is made of 80% corvina veronese/corvinone and 20% rondinella. It has a brilliant ruby red color and has aromas of cherry blossoms and spices. The mouth feel is tremendous while the taste is elegant and harmonious with cherry blossoms, black tea, and spices. This wine is perfect as an aperitif and excellent with semi-mature cheeses, antipasti, pasta with red sauce and main courses of red and white meat. Drink now.

Training System: Guyot.

Harvest: First ten days of October.

Vinification: Soft pressing and fermentation in temperature-controlled stainless steel tanks.

Organoleptic Description: A dry red wine.

Total Acidity: 5,25 gr/l.

Vol. 12.5%

CRITICAL ACCLAIM FOR THE BORGIAS

Recent News

SHOWTIME has picked up a second season of its hit drama series THE BORGIAS, it was announced April 26, 2011 by David Nevins, President of Entertainment, Showtime Networks Inc. The series, which debuted to critical and audience acclaim, delivered the best ratings for a new SHOWTIME drama series in seven years and attracted *3.71 million viewers* across multiple platforms (On Demand, replays and DVR) during its premiere week. Season-to-date, THE BORGIAS is pacing ahead of The Tudors season four, the series' highest rated season ever.

The Wine

“Tasted the [Borgias] Soave today...fabulous. We want [it] asap.”

- Wine director of one of the largest wine importers and distributors in the Southeast

“Thanks again for sending those samples. They were all a big hit...particularly the [Borgias] Valpolicella.”

- Leading retail shop in North Carolina

“The Borgias wines are showing incredibly well. Many thanks for including us on this project!”

- Sales director of leading New York & New Jersey wholesale distributor

The Show

“Masterpiece”

- Washington Post

“Four Stars”

- NY Daily News

“Addictive”

- Washington Post

“Cable gives us something to live for. For me, it’s The Borgias.”

- The Chicago Tribune



ABOUT VOTTO VINES

Summary

Votto Vines Importing (“Votto Vines”) is a family-operated business headquartered in Connecticut focusing primarily on the importation and wholesale distribution of fine wines produced by leading Italian vineyards. Votto Vines is the sole importer for the Order Sons of Italy in America, the longest-running and largest Italian-American organization in the United States. Votto Vines also assists its customers in planning unique agritourism¹ vacations in Italy, provides broad-based consulting services to the international wine and small business community, conducts educational seminars for both professional and philanthropic functions and organizes Italian cultural events. The company is owned and operated exclusively by Michael Votto (President/CEO), Stephen Votto (Vice President/CFO), Peter Votto (Vice President/COO), Nicholas Votto (Vice President), and Jeremy Jerome (Vice President). The entrepreneurial spirit and diverse professional backgrounds of the executives have allowed them to apply their forward-thinking ideas and vision to the international wine trade. More information is available at www.vottovines.com.

Mission

We are an Italian-American family dedicated to the preservation of Italian history, culture and family. Votto Vines mission is to import and distribute fine Italian wine in the United States while focusing on the traditions, values and culture unique to Italians and Italian-Americans. We seek exclusive partnerships with leading Italian vineyards that produce top quality wine, are dedicated to the same values as we are dedicated and seek to expand their wine sales abroad. Through our wine business we also promote Italian agritourism and seek recognition for family run vineyards and estates. Votto Vines can be summarized simply as having “*Old World Values and New World Vision*™,” the saying proudly displayed on our company materials.

ABOUT MONTE DEL FRA

Summary

Monte del Fra is a family-operated winery comprised of 118 hectares of property situated in the beautiful hills of Lake Garda, only 15 kilometres from the historic centre of Verona. Exclusively owned and operated by the Bonomo family since 1958, the winery is guided by the synergy between terroir and indigenous grapes. It follows that the Bonomo family produces the traditional varietals and blends from the Verona region of Veneto, including white wines like Custoza, Garganega, Lugana and Soave and red wines like Bardolino, Corvina, Valpolicella Classico, Ripasso and Amarone.

The Bonomo family's passion for winemaking was born in the countryside. Its members' firm conviction is that great wine can only be created in the vineyard. This passion and belief has led to increasing the number of vines per hectare to between 4000 and 7000, while using only Double Guyot and Cordon Spur as training systems. These systems ensure that the vines produce no more than 2-3 kg of grapes per plant. The preservation of the qualities of the grapes when they are harvested is then guaranteed in the winery by controlling the temperature during pressing, fermentation and the transformation of the

¹ Agritourism or *agriturismo* is a form of rural tourism focusing on stays at working vineyards and farms.

musts, thereby assuring optimal characteristics in each wine produced. The winery also includes state of the art areas for the semi-drying of the grapes, barrel cellaring of the full-bodied wines and bottling of the wines as well as temperature-controlled storage cellar. The meticulous attention that the family pays to each phase of production has led to the establishment of the winery as a leading producer of traditional wines from the Bianco di Custoza DOC.

Monte del Fra's *Ca del Magro* Custoza Superiore DOC (2008) was recently awarded the coveted *tre bicchieri* (three glasses) award by Gambero Rosso, the leading authority for Italian wines in Italy. Of the more than 25,000 wines submitted annually for consideration, typically less than 400 are selected for this prestigious rating. For more information about Monte del Fra, please visit www.montedelfra.it.

ABOUT SHOWTIME NETWORKS

Summary

Showtime Networks Inc. (SNI), a wholly-owned subsidiary of CBS Corporation, owns and operates the premium television networks SHOWTIME®, THE MOVIE CHANNEL™ and FLIX®, as well as the multiplex channels SHOWTIME 2™, SHOWTIME® SHOWCASE, SHOWTIME EXTREME®, SHOWTIME BEYOND®, SHOWTIME NEXT®, SHOWTIME WOMEN®, SHOWTIME FAMILY ZONE® and THE MOVIE CHANNEL™ XTRA. SNI also offers SHOWTIME HD™, SHOWTIME 2 HD™, THE MOVIE CHANNEL HD™, SHOWTIME ON DEMAND®, THE MOVIE CHANNEL ON DEMAND™ and FLIX ON DEMAND®. SNI also manages Smithsonian Networks™, a joint venture between SNI and the Smithsonian Institution which operates SMITHSONIAN CHANNEL™.

ABOUT CBS CONSUMER PRODUCTS

CBS Consumer Products manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Television Studios and CBS Television Distribution, as well as from the company's extensive library of titles, SHOWTIME and CBS Films. Additionally, the group oversees online sales of programming merchandise. For more information, visit www.cbsconsumerproducts.com.