

HYATT & ROZA RIDGE VINEYARDS:

COMPETITIVE ADVANTAGES

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I've had some recent successes in selling my brands and want to share them with you in your presentations to your Buyers – here's what works:

- 1) **Family-Owned** – by Leland & Lynda Hyatt since 1985
- 2) **Estate-Grown** – from our 180 acres of wholly-owned vineyards in the Rattlesnake Hills AVA at the northern end of the Yakima Valley of Washington State
- 3) **Estate-Bottled** – ALL our wines are bottled on the Estate
- 4) **Quality for the Price** – the Winery and Vineyards have NO debt and we control Cost of Goods to deliver high price/quality ratios for all our wines
- 5) **Not** in chain grocery distribution, a huge advantage with independent restaurateurs and retailer
- 6) **KNOWLEDGEABLE Buyers** – those Most experienced with buying and selling wine **GET IT RIGHT AWAY!** Don't hesitate to present to ALL top accounts – **they taste and buy nearly 4 times out of 5!**
- 7) **Washington State** – niche becoming more in demand as Retail Buyers recognize the extraordinary climate for wine-growing here.

David Adair

National Sales Manager

QUESTIONS?

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