

SINCE



1932

# PARDUCCI®

DEEP ROOTS ~ LEGENDARY WINES

Experience 80 years of artisan wine craft.  
Experience Parducci Small Lot Blends.

## Introducing Parducci Small Lot Blends

Reborn on the 80th anniversary of its founding, Parducci Wine Cellars is committed to producing authentic varietal wines that over deliver on quality for their price category.

After extensive consumer testing Parducci Wine Cellars has re-launched the entire varietal portfolio with amazing results. *All varietal sales are up 17%. Pinot Noir is up an incredible 61%!*

\*Sales growth is on US distribution January-August 2012

## Parducci Small Lot Blends Over-Deliver

*"This [Parducci chardonnay] is a very good wine at a very fair price... Best Buy"*

—WINE ENTHUSIAST

*"Parducci Pinot Noir ... this fresh red is versatile and amenable...the price is extremely kind to the bottom line."*

—MARTHA STEWART LIVING

*"Balance is spot on. Eleven Bucks? It [Parducci Cabernet] over-performs for the price."*

—THE DETROIT NEWS

*"I'm especially impressed by the chardonnay and pinot noir, which rarely are this expressive in under-\$15"*

—Bill Ward, STAR TRIBUNE

