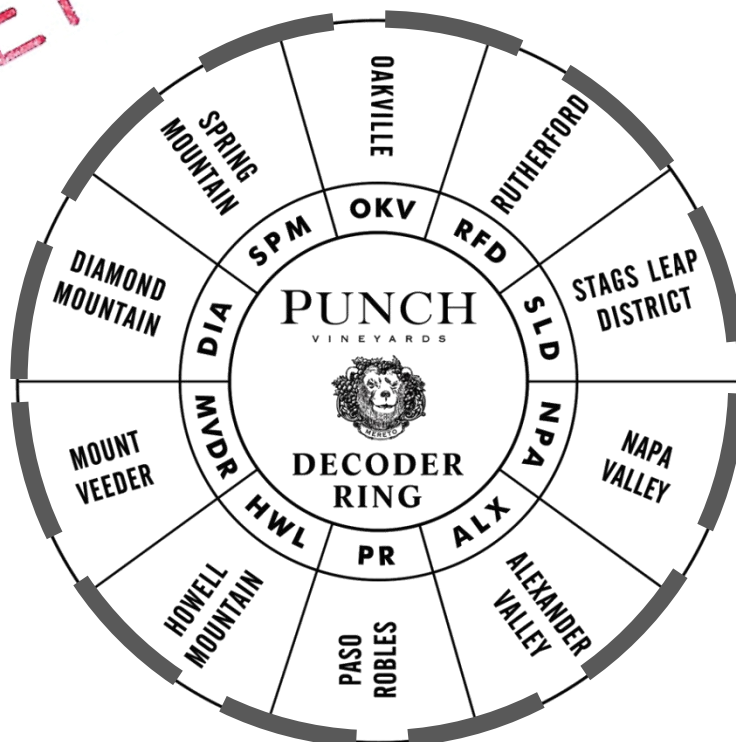


PUNCH DECODER RING

By Insiders. For Insiders.

SECRET

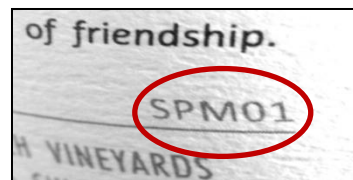


How can a plain looking wine with a humble California label appellation deliver the quality of a \$50+ Napa Valley Cabernet Sauvignon every vintage?

Consider Punch's incredible network of vineyards and producers in prime hillside locations – from Oakville and Spring Mountain in Napa Valley, to hidden nooks beyond. These are based on Punch's personal relationships with top-rated producers, and must remain confidential. However, the locations of these special vineyards can be known through the *secret code*.

Where to Find the Code

To locate the secret code, simply look on the back label, in the lower right corner:



How to Read the Secret Code

Either use the Punch Vineyards' high security decoder ring, or simply intuit what the letters stand for. Examples: MVDR is Mount Veeder, RFD is Rutherford, etc. In 2009, AV was a combination of Alexander Valley and Mount Veeder. The numbers are there to confuse people who don't know our secret.

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