

# HOLLYWOOD® & WINE



HOLLYWOOD

**WHERE GRAPES BECOME STARS**



**NOT FOR RESALE**

[www.hollywoodnwines.com](http://www.hollywoodnwines.com)



All Rights Reserved. Photos: © 2010 Valerio Ventura. Hollywood & Wine brand ©2011 Doug Jeffery / Valerio Ventura. Retention, dissemination, distribution or copying of this book or any of its individual pages is strictly prohibited and a violation of applicable laws. If you receive this document in error, please notify us immediately by telephone and return it to the address below. Thank You.

**HOLLYWOOD & WINE**


Located at the Hollywood Center Studios

1040 N. Las Palmas Ave.

Hollywood, CA 90038 USA

CEO/Founder: Doug Jeffery (323) 860-2442

Chief Creative Director/Founder: Valerio Ventura (323) 842-8379



# **HOLLYWOOD<sup>®</sup> & WINE**



**WHERE GRAPES BECOME STARS**

**A WINE LABEL BRAND CONCEPT  
by DOUG JEFFERY & VALERIO VENTURA**



KAT lash  
by Katarina Van Derham

YOU ARE INVITED TO OUR RED CARPET EVENT  
A HOLLYWOOD & WINE PREMIERE

WHERE GRAPES BECOME STARS

WINNER



(GET YOUR COMPLIMENTARY TICKETS ONLINE, LOG ON TO YOUR EXCLUSIVE PROFILE)

ALL RIGHTS RESERVED. HOLLYWOOD & WINE ©2010 VALERIO VENTURA / DOUG JEFFERY. UNAUTHORIZED DUPLICATION IS A VIOLATION OF APPLICABLE LAWS.

From left to right: Viva Glam Magazine Beauty Editor Candace Kila,  
H&W co-Founder Valerio Ventura, Playboy Playmate Tiffany Toth, H&W co-Founder  
Douglas Jeffery, Production Designer Elvis Strange.  
Photo: Glenn Francis ©2014 Pacific Pro Digital.com

## **TWO-BUCK CHUCK GETS A HOLLYWOOD MAKE-OVER**

Hollywood & Wine takes the concept of Two-Buck Chuck and gives it a jaw-dropping Hollywood make-over. Our mission is to create an inexpensive, distinct, full-flavored wine for those who appreciate a cost-conscious bottle that delivers a presence worthy of the red carpet. Of course we had to take it to another level, so we decided to create a wine portfolio unlike any other, to make a collection that would reflect what Hollywood is all about and to include in our vision the film genres and glamour of the most famous city in the world.



## **WHERE GRAPES BECOME STARS**

We believe that when customers spend money, no matter how little they spend, they deserve a certain amount of satisfaction. And if Two-Buck Chuck can do that, then we know we can take it to the next level and not only make it taste good, but also make it “embarrassment proof” when you set it on a dinner table at a party.

Hollywood & Wine is the next “good” wine find, and like any other, it’s even better when the find doesn’t cost an arm and a leg, but unlike any other, it looks like TWO-MILLION BUCKS.

[www.hollywoodnwines.com](http://www.hollywoodnwines.com)





# NOMINATED



**“BEST COSTUME” and “BEST TASTE”**



**HOLLYWOOD®**  
**& WINE**



Stone in Love =)

### Resolved Question

[Show me another](#)

## Do you ever buy a bottle of wine because it has a funny label on it?

Ha, i do. I've seen one that said Woop Woop! lol

1 year ago

[Report Abuse](#)



John J

### Best Answer - Chosen by Asker

No, but I bought some beer because it had awesome label art. Turned out to be some damn good beer, and it's as good a method of discovery as any other.

1 year ago

[Report Abuse](#)

1 person rated this as good

**Asker's Rating: \*\*\*\*\***

Ha, cool! Thanks John. Cheers

Action Bar:

Interesting! ▾

Email

Comment (0)

Save ▾

### Other Answers (6)

Show:



Positive Humanist

I gotta admit, I bought a bottle of Castellero del Diablo because it had a devil on the label. It wasn't that bad.

I also bought a case of Arrogant Bastard ale for a party once because of the name. Expensive, and tastes like crap.

1 year ago

[Report Abuse](#)

1 person rated this as good



Andy

Yes I do, and working in a wine shop like I do means I get to discover lots of interesting labels. Next up on my list of bottles to get is an Australian wine called JimJim. There's a dancing dog on the label.

1 year ago

[Report Abuse](#)



Jane

no because then you can be stuck with a lot of bad wine

1 year ago

[Report Abuse](#)

# Wine Spectator

Online Membership  
Online Gift Membership  
Magazine Subscription  
Magazine Gift Subscription

[Wine Ratings](#) [News & Features](#) [Collecting](#) [Learn Wine](#) [Dining & Travel](#) [Blogs](#) [Video](#)

[Wine Conversations](#) | [Tasting Notes](#) | [Dining and Cooking](#) | [Travel and Entertainment](#) | [Buying and Selling](#)



[Wine Spectator Online](#) [Wine Spectator Forums](#) [Wine Conversations](#) [Blog](#)

[Go](#) [New](#) [Find](#) [Notify](#) [Tools](#) [Reply](#)

Posts: **1176** | Location: **Atlanta** | Registered: **Sep 02, 2006**

**spo**  
Member

Posted Feb 25, 2007 02:18 PM

They have some interesting varitels and labels. Someone (the DEWN club told me they felt the wines were not that good) considered trying some bottles for myself though.

"Manners are their own reward, gentlemen".

Posts: **6748** | Registered: **May 28, 2005**

quote:

Originally posted by Dave Tong:

The labels are amusing and irreverent - "The Heart Has Its Own Viognier, etc.

The Rhone varietals are the best in my view - the Cigare very good wines that repay cellaring. The Cardinal Zin is a Red is a decent QPR quaffer.

The Muscat Vin de Glaciere is good for what it is; I'm not reliable and decent value.

The rest I haven't tried in a while.

They do have a case sale going on right now with some Bouteille Call port for \$25.

Posts: **1411** | Location: **Little Rock, AR** | Registered: **Oct 06, 2006**

**Medo**  
Member

Posted Feb 25, 2007 04:02 PM

Their liquor like "Raspberry Framboise" was a very interesting

Posts: **509** | Location: **Germany, near Frankfurt/Main** | Registered: **Mar 04, 2006**

**mike p**  
Member

Posted Feb 25, 2007 05:23 PM

The labels are more interesting than the wine.

Posts: **761** | Registered: **Jan 04, 2006**

Win  
Get  
Con  
Con



# People Buy the Wine Label, Not the Wine. Do They?



A Study by Dipl. -Psych. Dr. Ortrun Reidick  
Research Associate at the Department of Psychological Research  
Institute of Psychology, University of Heidelberg, Germany EU.

## Basic Concept of Consumer Behaviour

An excerpt from “People Buy the Wine Label, Not the Wine. Do They?” by Dipl. -Psych. Dr. Ortrun Reidick Research Associate Department of Psychological Research Institute of Psychology, University of Heidelberg, Germany EU.

Although we are surrounded by creative advertising on TV, in the print media, the radio and supermarkets and furthermore see the clever packaging of the millions of products every day, consumers still don't respond in the same way. Thus it is important to understand how marketers can and do achieve impact on the various consumer types. To start with, one has to be aware of some basic principles of Consumer Behaviour.

### Buying as Decision Making Process

Consumer Behaviour is the process when a consumer selects, purchases and uses goods, services or ideas. But what triggers this process?

Firstly, there is Problem Recognition, meaning the subjectively felt or perceived dissonance between a current state of affairs and a desired state: Mrs Jones realizes that she has no wine for her dinner.

The next step includes Information Search; the consumer needs adequate information to resolve the problem. Being under time pressure, Mrs Jones leaves out this and the following step, turning directly towards Product Choice (see below). With a little bit more time, Mrs Jones might have considered information from her environment (friends, her family) or even a journal specialized in wine.

The third step comprises the Evaluation of Alternatives. Having identified the possible alternatives (e.g. the different brands or supermarkets offering a Rioja) the consumer has to narrow the choices to those which are preferable. This is usually done by comparing the pros and cons by using weighted evaluative criteria. For instance, when price is the most important criterion for an individual, he will buy the cheapest bottle of Rioja.

Consequently, the fourth step consists of the actual Product Choice – Mrs Jones finally buys three bottles of “Big Mamma's Red”. But how could she decide when she didn't really spend time in the foregoing steps? She simply relied on a so-called heuristic (Tversky and Kahnemann, 1974)<sup>2</sup> or rule of thumb. These rules are used to simplify and fasten decisions and work automatically – Mrs Jones associated Italy, the theme of her dinner, with the colours of the national flag and red wine, thus she skimmed to the array of wine to find a cue reminding her of Italy. She finds an almost perfectly Italian label, “The Italian Job”. But from the middle of it comes out a Mini, a car known for being ‘very British’, which she finds rather disturbing. At the same moment, while looking at another label, a unique Italian cliché is triggered: the very strong associations of the country with the Mafia and the typical, powerful Mamma. Mrs Jones is immediately convinced. In the second plot of the story, having her superior and his wife for dinner, she might rely on another very common heuristic: price = quality.

For a broader explanation, please see any standard book about Social Psychology, e.g. Aronson, E. et al. (see Bibliography)

## The Label Itself

An excerpt from “People Buy the Wine Label, Not the Wine. Do They?” by Dipl. -Psych. Dr. Ortrun Reidick Research Associate Department of Psychological Research Institute of Psychology, University of Heidelberg, Germany EU.

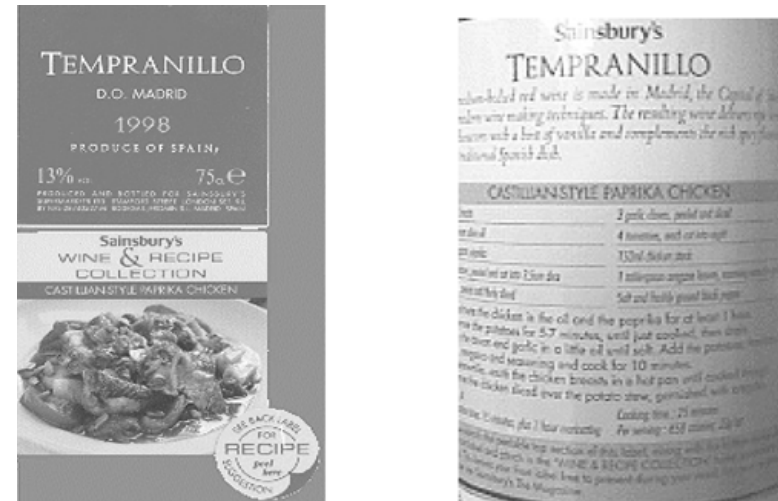
If the information searcher wants to build his own impression by going to a shop and reading the labels instead of asking for expertise in journals and specialized shops, it is of extreme importance that the label is striking enough to stick out of the vast amount of bottles surrounding it. Only then is there a chance of the bottle being perceived and eventually purchased. Consequently, a consumer looking for a wine that goes well with fish will be glad to see a fish or the picture of a fish dish printed on the labels, thus sparing him to read all the information on the back label, mostly written in very small letters.

In picture 8, I give an example for a bottle of ordinary Spanish red wine that is pepped up with a recipe of a traditional dish of that region, “Castillan-Style Paprika Chicken”. You can find a picture of the finished dish on the front label and the recipe on the back label. Both labels can be easily peeled off so you can even collect the recipe.

It doesn't look very arty, but gives practical information and thereby gains a competitive advantage. The quintessence of the stage of information search is to grab the consumer's attention. One of the simplest strategies therefore is to design unusual or funny labels – even though the strategy is simple, the realization might be difficult. Some labels try to be funny, but aren't. See the following examples to get an impression of how marketers and designers try to reach their aim.

Many consumers are looking for a bottle of wine as a present. In many cases, presents should 'please the eye' of the beholder and therefore, the design of the bottle and its label will be of the utmost importance. Moreover, the bottle of wine should, besides its “looks” and content, communicate a certain message that gives it an original value. One instance of a “runaway success” in Britain achieved by applying this strategy are the wine labels presented in picture 9.

For a broader explanation, please see any standard book about Social Psychology, e.g. Aronson, E. et al. (see Bibliography)



Picture 9: the Old Tart and the Old Git seem to be very British, although the wine is French (white for the Tarts and red for the Gits)

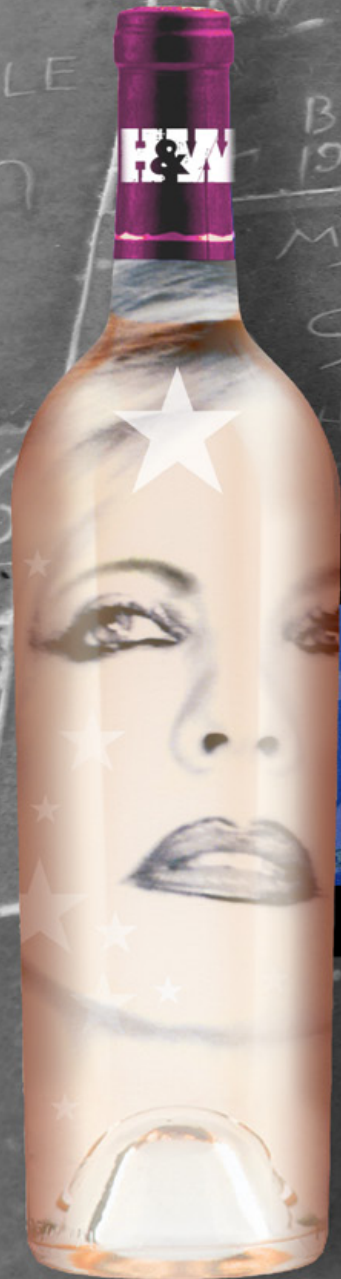


Picture 8: Front and back label of a Sainsbury's Tempranillo 1998 red wine (Madrid, Spain)

# THE CELEBRITY FACTOR

Celebrities have fashion,  
celebrities have perfume  
and celebrities have jewelry

**HOLLYWOOD & WINE**  
presents  
our celebrities wine  
a walk of fame  
for your palate.



**COMING SOON**



**HOLLYWOOD**  
**& WINE**

reality tv personalities  
movie stars  
television stars  
rock stars  
legendary film actors  
recording artists

The work displayed throughout this book is intended for promotional purposes only. None of the celebrities depicted in this book are connected to the Hollywood & Wine brand.



Hollywood & Wine is the sibling of 41 SETS and Ventura Exit.

41 SETS work displayed throughout this book is intended for promotional purposes only. None of the celebrities depicted in this book are connected to the Hollywood & Wine brand.



Valerio Ventura's work displayed throughout this book is intended for promotional purposes only.  
None of the celebrities depicted in this book are connected to the Hollywood & Wine brand.



41 SETS work displayed throughout this book is intended for promotional purposes only. None of the celebrities depicted in this book are connected to the Hollywood & Wine brand.





41 SETS work displayed throughout this book is intended for promotional purposes only. None of the celebrities depicted in this book are connected to the Hollywood & Wine brand.



**PRICE**  
POINTwines

**U.S. Retail**

**\$7.99 - \$14.99\***

*\*Fluctuation Due to Case Count*

**AVAILABLE FOR INTERNATIONAL EXPORT**

**HOLLYWOOD**  
**& WINE**

[www.hollywoodnwines.com](http://www.hollywoodnwines.com)

## **International Rates**

### **CASES**

\*59,000 case or less... \$10/bottle..\$120/case

60,000 - 99,000...\$6/bottle..\$72/case

100,000 or more case..\$4/bottle..\$48/case

\* first purchased order around 20,000-36,000 cases, purchaser can receive our rate at \$72/case pending on larger 2nd purchase pre-orders.

## **AWARD WINNING WINE at an affordable price**

2011 Jerry D. Mead's New World International Wine Competition – **GOLD MEDAL**

Beverage Dynamics, March/April 2011, **Established Brand Growth Brand Award**

2010 Hilton Head International Wine Judging and Competition – **GOLD MEDAL**

CALIFORNIA  
2010 PINOT NOIR

**GOLD  
MEDAL**

CALIFORNIA  
2010 SANGIOVESE

**GOLD  
MEDAL**









# SUNSET STRIP

## FETISH & FEMME FATALE

### SANGIOVESE RED WINE

SEXY RED DANGEROUS HUES LIKE A FEMME FATALE STARRING ROLE IN A ONE-NIGHT MYSTERY THRILL. A SEXY WINE YOU'LL COME BACK FOR. A SLICK TASTE THAT SLIPS RIGHT DOWN YOUR THROAT.

**ALCOHOL:** 12.5%

**APPELLATION:** California

**WINE BLEND:** 86.41% Sangiovese, 9.28% Proprietors Dry Red, 4.31% Merlot

**WINEMAKER NOTES:** Medium-garnet color; blackberry, plum and vanilla aromas; raspberry and cherry flavors, with supple tannins for a soft finish.\*

**SUGGESTED FOOD PAIRINGS:** This wine pairs well with fresh mozzarella and Brie cheeses. Also try it along with veal piccata, chicken parmesan, meat lasagna or ceviche.\*



**GOLD MEDAL** **BRAND GROWTH AWARD**



# DAUGHTERS OF DARKNESS THRILLER



41 SETS work displayed throughout this book is intended for promotional purposes only. None of the celebrities depicted in this book are connected to the Hollywood & Wine brand.





Valerio Ventura's work displayed throughout this book is intended for promotional purposes only.  
None of the celebrities depicted in this book are connected to the Hollywood & Wine brand.

PHOTOGRAPHY BY VALERIO VENTURA



**VICTORIA ZDROK**



PLAYBOY COVER GIRL

**DEVIN DEVASQUEZ**



**BILLY IDOL**





# LABELS in DEVELOPMENT

## LABEL GENRES

[Examples]

### LABEL NAMES

- FILM NOIR**
- SHADOW
- RED TIE
- SMOKE
- DANGER
- CLOSE UP
- SEDUCTIVE
- SPY
- THRILLER
- HARDBOILED
- HEAT
- CRIMINAL
- MELODRAMA
- KILLER
- CELEBRITY**
- FAMOUS
- PAPARAZZI
- RED CARPET
- PRETENCIOUS
- GLAM
- SUNSET STRIP**
- FETISH
- FEMME FATALE
- SEXY
- GIGOLO
- STILETTO
- ROCK STAR**
- WHITE WOLF
- LOUD
- PIN UP**
- SUNSET
- BOULEVARD
- SILKY
- SEXY
- ACTION!**
- VILLAIN
- CAR CHASE
- CRASH
- FRANTIC
- GUN SHOT
- ADRENALINE
- RUSH
- RACER
- DUEL
- HORROR**
- RED SKULL
- WOLFE
- VAMPIRE
- MONSTER
- POISON
- FEAR
- TATTOO**
- DRAGON
- ORCHID



**GOLD MEDAL** **BRAND GROWTH AWARD**



**HOLLYWOOD & WINE**  
**MOVIE STAR**  
 PINOT NOIR

**HOLLYWOOD & WINE**  
**MOVIE STAR**  
 This red wine is a Pinot Noir Wine Blend  
 76.00% Pinot Noir  
 18.97% Proprietors Dry Red  
 5.03% Zinfandel  
 ALC. 12.5% BY VOL  
 BY HOLLYWOOD&WINE, California, USA  
 CONTAINS SULFITES  
 750 ML

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.

978-00-615-34897 55000

750615 348971

**KISS ME**



**PIN-UP**  
**BOMBSHELL**  
 PINOT NOIR RED WINE  
 &  
**MOVIE STAR**  
 PINOT NOIR RED WINE

SEXY THRILLING LOOK, A PIN-UP CENTERFOLD THAT JUMPS OUT OF THE PAGE. A ONE-NIGHT STAND THAT WANTS MORE. A SWEET & SEXY ROMANCE FOR YOUR PALATE. BOTH IN WHITE AND RED WINES.

**WINES:**  
**BOMBSHELL:** 2008 Chardonnay\* 750 ml  
 Columbia Valley - Washington, USA  
**PARKER SCORE:** 90 pts. 2007

**MOVIE STAR:** Pinot Noir Wine Blend, Napa Valley, California  
**WINE BLEND:** 76.00% Pinot Noir, 18.97% Proprietors Dry Red, 5.03% Zinfandel

**AWARDS:** Beverage Dynamics, March/April 2011, Established Brand Growth Brand Award  
 2010 Hilton Head International Wine Judging and Competition - GOLD MEDAL



# ROCK STAR

## WHITE WOLF & PUNK

### SWEET RED WINE

HEAVY METAL ROCK STAR WITH A HIGH PITCH NOTE FOR YOUR HOLLYWOOD PUNKS. A HARDCORE TASTE THAT SLIPS RIGHT DOWN YOUR THROAT LIKE A SCREAMING FENDER STRAT.

**ALCOHOL:** 10.0%

**APPELLATION:** California

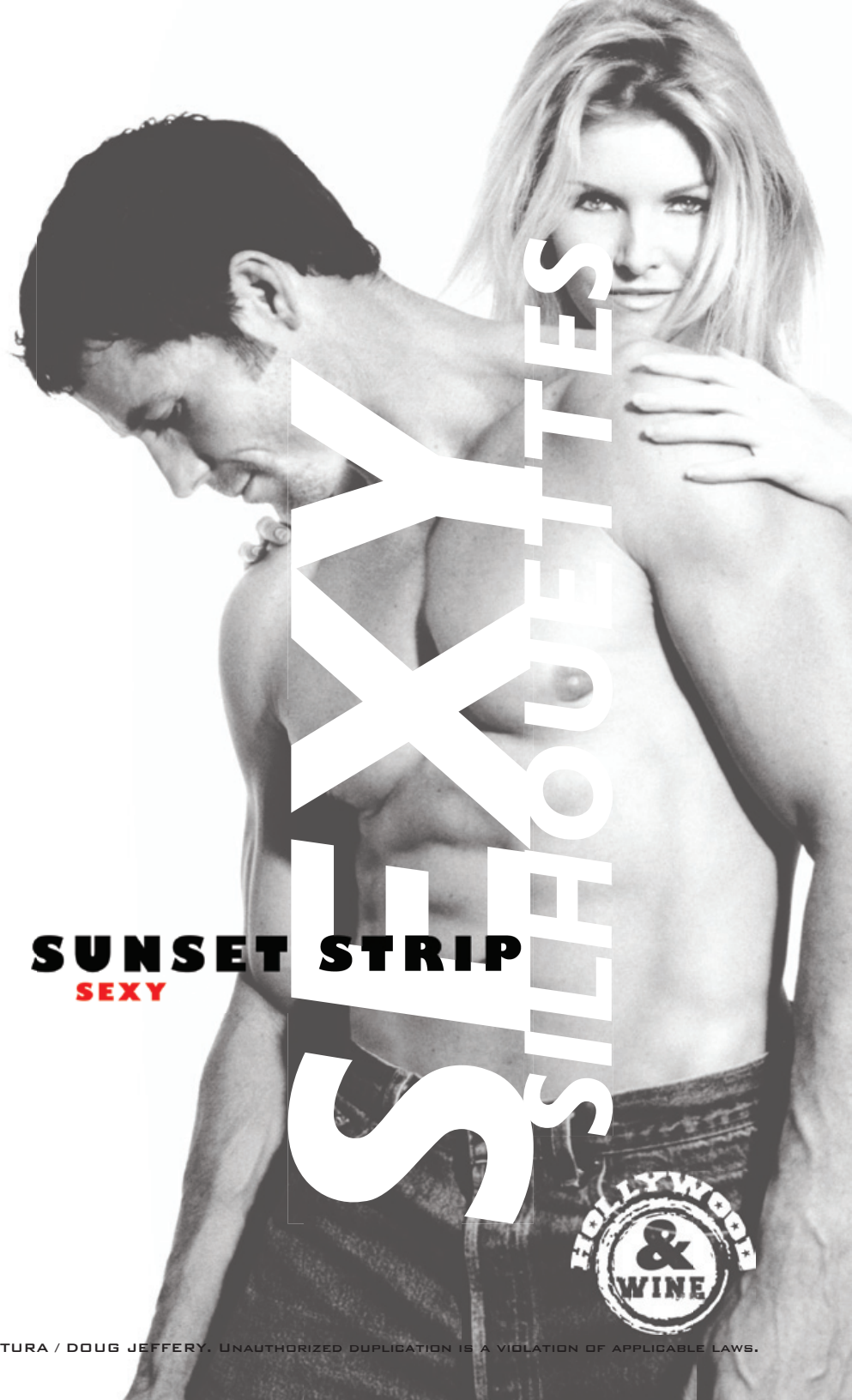
**WINE BLEND:** 65.4% Zinfandel, 34.6% Proprietors Red

**WINEMAKER NOTES:** "This semi-sweet wine is fruit forward with flavors and aromas of blackberry, raspberry, and pomegranate. The finish is soft and smooth."

**SUGGESTED FOOD PAIRINGS:** "This wine is great with sausage, grilled meat and chicken. It also lends itself to desserts and after-dinner conversation."  
Chad Diltz, Executive Winemaker

**AWARD:**  
Beverage Dynamics, March/April 2011, Established Brand Growth Brand Award





**SUNSET STRIP**  
**SEXY**





HOLLYWOOD & WINE

# HORROR

## RED SKULL & FEAR

### SWEET RED WINE

A FUSION OF DEATH AND DOOM. A BLOOD RED EPIC TASTE THAT WILL LEAVE YOU SPEECHLESS AND WANTING MORE.

**ALCOHOL:** 10.0%

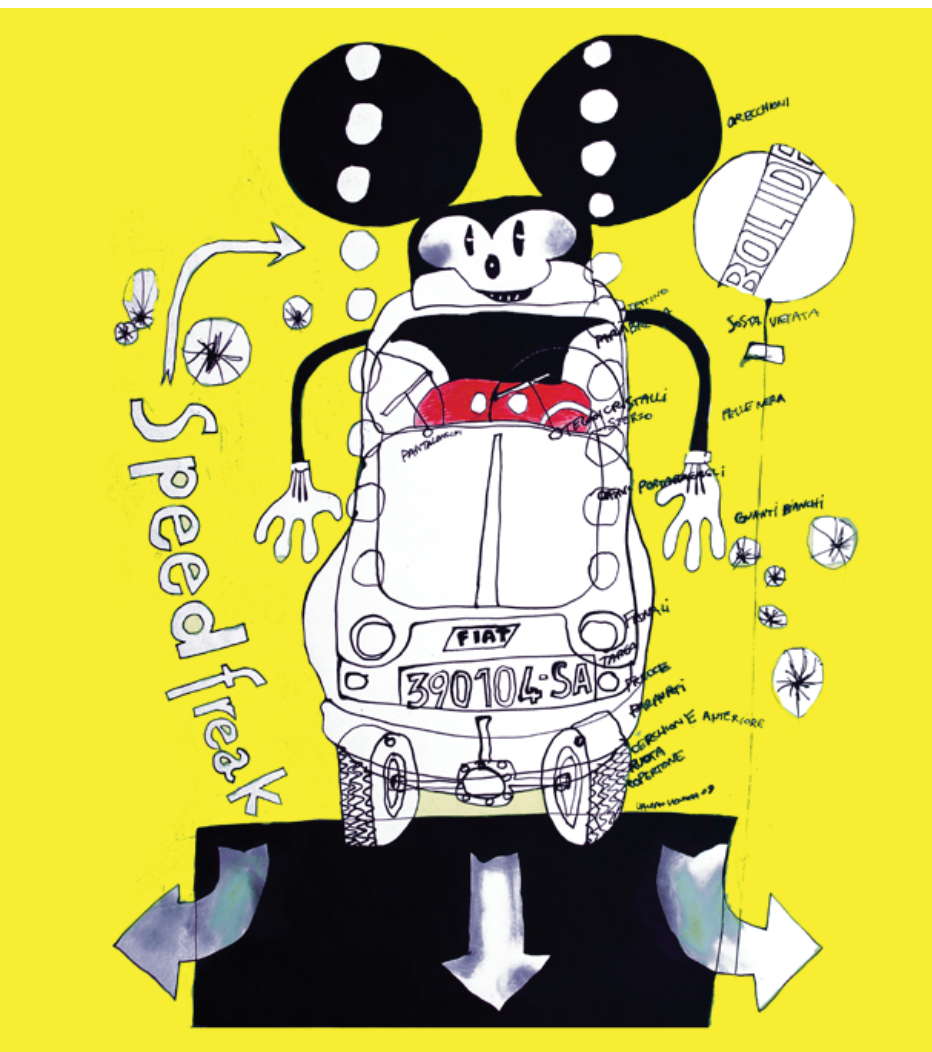
**APPELLATION:** California

**WINE BLEND:** 65.4% Zinfandel, 34.6% Proprietors Red

**WINEMAKER NOTES:** "This semi-sweet wine is fruit forward with flavors and aromas of blackberry, raspberry, and pomegranate. The finish is soft and smooth."

**SUGGESTED FOOD PAIRINGS:** "This wine is great with sausage, grilled meat and chicken. It also lends itself to desserts and after-dinner conversation."





**HOLLYWOOD  
& WINE**

Beside being an accomplished photographer, Valerio Ventura's work can be seen in countless animated feature films and television series, including; Hercules and Mulan (Walt Disney Pictures) and Class Of 3000 (Cartoon Network.) In 2014 Ventura was awarded a Primetime Emmy Award for his individual achievement as designer, his fame in the animation industry spans over twentyfive years and these labels pay homage to cartoons by adding the artist's humor to the outstanding Hollywood & Wine collection.





# CARTOON

**ZOIX!**

**SANGIOVESE**

WHIMSICAL TASTE FOR THOSE CRAZY DAYS WHEN A SWEET DONUT SUN SHINES THROUGH MARSHMALLOW CLOUDS. FUNNY AND UNPREDICTABLE. AN ADDITIONAL SPEECH BUBBLE IS PROVIDED FOR THOSE WHO WANT TO LEAVE A SPECIAL MESSAGE ON THE ACTUAL LABEL.

**ALCOHOL:** 12.5%

**APPELLATION:** California

**WINE BLEND:** 86.41% Sangiovese, 9.28% Proprietors Dry Red, 4.31% Merlot

**WINEMAKER NOTES:** Medium-garnet color; blackberry, plum and vanilla aromas; raspberry and cherry flavors, with supple tannins for a soft finish."

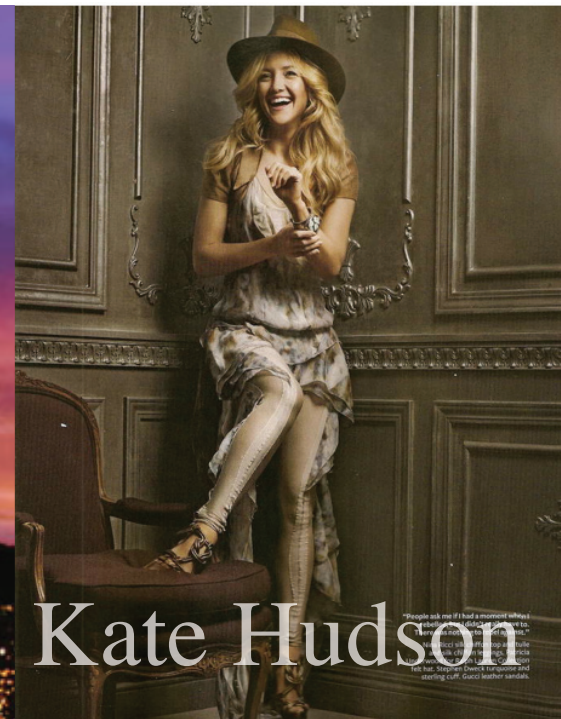
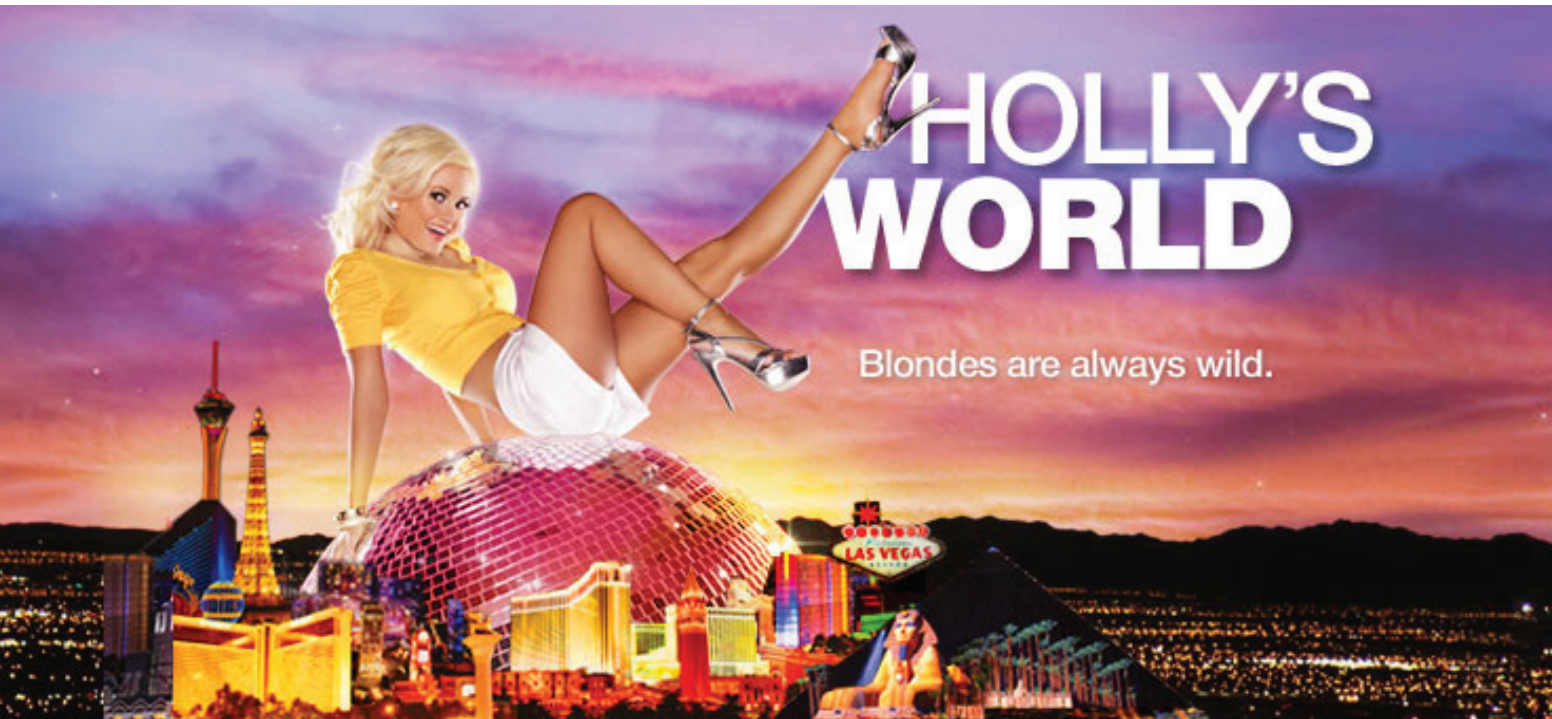
**SUGGESTED FOOD PAIRINGS:** This wine pairs well with fresh mozzarella and Brie cheeses. Also try it along with veal picata, chicken parmesan, meat lasagna or ceviche."  
Chad Diltz, Executive Winemaker

**AWARDS:** 2011 Jerry D. Mead's New World International Wine Competition - GOLD MEDAL  
Beverage Dynamics 2011, Established Brand Growth Award

★ GOLD MEDAL ★ BRAND GROWTH AWARD ★



41 SETS work displayed throughout this book is intended for promotional purposes only. None of the celebrities depicted in this book are connected to the Hollywood & Wine brand.



41 SETS work displayed throughout this book is intended for promotional purposes only.  
None of the celebrities depicted in this book are connected to the Hollywood & Wine brand.



**THE BLACK EDITIONS**

**HOLLYWOOD®  
& WINE**



## MOVIE STAR 2010 PINOT NOIR

**Appellation:** California

**Alc.** 14.3%  
**TA** 5.39 g/l  
**pH** 3.63  
**RS** 0.10%

**Blend:** 96% Pinot Noir, 4% Syrah

### WINEMAKER NOTES:

A long, warm and dry growing season in the Central Valley fully ripened the Pinot Noir grapes, leading to beautiful balance and concentrated flavors. This wine has a brilliant garnet color with supple body, bright red cherry nose with cherry blossom top notes and a hint of exotic spices like cardamom and star anise. Smooth entry with even texture through to the finish with red cherry and pomegranate flavors.

### SUGGESTED FOOD PAIRINGS:

"Hollywood & Wine Black Edition Pinot Noir is well-suited to pair with poultry, beef, fish, ham, lamb and pork. It will play well with creamy sauces, spicy seasonings and may just be one of the world's most versatile food wines."

## RED TIE 2010 PINOT NOIR

**Appellation:** California

**Alc.** 13.5%  
**TA** 5.39 g/l  
**pH** 3.63  
**RS** 0.10%

**Blend:** 89% Pinot Noir, 11% Proprietors Red

### WINEMAKER NOTES:

With a long, warm and dry growing season in the Central Valley fully ripened the Pinot Noir grapes, leading to beautiful balance and great flavors. Hollywood & Wine Pinot has a light garnet color with a soft elegant body on the palate. This wine was meant to be uncorked, poured and ready to enjoy.

### SUGGESTED FOOD PAIRINGS:

"Hollywood & Wine Pinot Noir is multifaceted. It meant to be enjoyed with peers and family members and of course it can be enjoyed by itself. The wine pairs with Brie, smoked salmon, roast beef, leg of lamb, duck confit, grilled swordfish and it is great with sushi."

## SUNSET STRIP 2009 ZINFANDEL

**Appellation:** California

**Alc.** 13.5%  
**TA** 5.88 g/l  
**Ph** 3.42  
**RS** 2.44%

**Blend:** 94% Zinfandel, 6% Merlot

### WINEMAKER NOTES:

Not all Zin's are created equal, this one is no exception. This Zin is of the Primitivo clone and is loaded with cloves, spice, tobacco and dense strawberries on the nose. When blending this Zin we were reminded of a Christmas mulling spice. Zin's are a true joy to make. Winemakers get a large leeway to express styles and attitude for the wine. The Hollywood & Wine Black Edition 2009 Zin gains its character from the vineyard and boasts its personality from the winery.

### SUGGESTED FOOD PAIRINGS:

"This exceptional Zin will complement all types of spicy pasta and BBQ. Try to find a red Pasta sauce that will not surrender to this Zin."

## FILM NOIR 2010 CABERNET SAUVIGNON

**Appellation:** California

**Alc.** 14.3%  
**TA** 5.40 g/l  
**pH** 3.42  
**RS** 0.13%

**Blend:** 94% Cabernet Sauvignon, 6% Merlot

### WINEMAKER NOTES:

The Hollywood & Wine Black Edition 2010 Cabernet Sauvignon gets an "A+" for being true to form. Cabernet Sauvignon is a wonderful grape to work with. Cabernet Sauvignon is one of the few grapes that truly expresses the difference in the soils and vineyard locales. The 2007 Cab is dark and deep with its fruit expressions; dark cherries and lush plums dusted with hints of cocoa powder make this Cab stand tall. The pallet is balanced with firm acids and mild tannins. The finish is all of this wrapped up with layers of cedar and oak.

### SUGGESTED FOOD PAIRINGS:

"Enjoy this Cab with great BBQ ribs, the kind that actually flips over the Flintstone's family car. Enjoy!"

**THE Black  
EDITIONS**



COMPANY BACKGROUND

**DOUG JEFFERY**  
CEO/FOUNDER



**FROM HOLLYWOOD & VINE, USA, TO THE VINEYARDS OF CALIFORNIA, DOUG ENVISIONED WINE THAT BELONGS ON THE RED CARPET.**

Doug Jeffery was born in the US from a family of artists in the entertainment industry and he's not a stranger to the Hollywood glamour and fame. Working with Roger Corman early in his career, Doug has over fifty titles as a lead in erotic-noir films to his credit. Such films have began a kind of sex revolution as we see today in projects like Californication and True Blood.

When Doug turned 41 he decided to take a role behind the scenes of the Hollywood filmmaking process and founded 41 Sets, or what industry insiders call "The Hollywood Shop", a premiere set construction and design company that plays a big role in some of the most visible productions out there. From television commercials, music videos or feature films with clients like; Absolute Vodka, Prada, Vogue, Elle Magazine (Katie Holmes 2011), Vanity Fair cover shoot (Madonna), Rihanna (Umbrella video) to name a few. As a result Doug is on a day-to-day contact with some of the most famous stars of our times.

Doug has always appreciated a good glass of wine and one day over lunch with his long-time friend Italian artist Valerio Ventura discussed the idea of merging the Hollywood sex appeal and glamour with a wine label that was both consumer conscious and stylish, making Hollywood & Wine the next "good" wine find creation.

COMPANY BACKGROUND

# VALERIO VENTURA

CHIEF CREATIVE DIRECTOR/FOUNDER



## **BORN IN ROME, ITALY, VALERIO HONED HIS ART IN THE U.S. AND APPLIED HIS SOPHISTICATED SENSE OF DESIGN TO BRING HOLLYWOOD & WINE TO LIFE.**

In 1984 Valerio left his beautiful home-town city of Rome, Italy, to come to Los Angeles to establish himself as an artist, filmmaker, and educator. Today Valerio is a multi-award winning artist that has worked on many high profile films projects, television commercials, and music videos.

Valerio has dedicated all of his life to his craft and currently he is art director at Nickelodeon Animation Studios. In 2014 he received the Primetime Emmy Award for his current work as designer on the acclaimed TV series Mickey Mouse Shorts (Disney Channel.)

Valerio is former faculty at CalArts and his endless energy allowed him to pursue the education of young, creative people, teaching photography and life drawing to inner city youth at community centers and high schools such as Thomas Jefferson High in South Central.

Valerio's astonishing talent and charismatic personality add a sense of creative sensibility that is palpable throughout his stunning label photography and brand development of Hollywood&Wine.





**HOLLYWOOD  
& WINE**



## OUR CLIENTS INCLUDE:



**ABSOLUT VODKA**  
**AMERICAN EAGLE**  
**AMERICA'S NEXT TOP MODEL**  
**BANANA REPUBLIC**  
**CARTOON NETWORK**  
**COMCAST**  
**COVER GIRL**  
**CBS**  
**DETAILS MAGAZINE**  
**DOMINO'S**  
**DREAMWORKS**  
**ELECTRONIC ARTS**  
**ELLE (Fergie)**  
**ELLE (Katie Holmes)**  
**GORILLAZ**  
**GQ**  
**HBO**  
**H&M**  
**KONAMI**  
**HYUNDAI**  
**IN STYLE MAGAZINE**  
**JC PENNEY**  
**LANCOME**  
**Mc DONALD'S**  
**MTV**  
**NBC**  
**NICKELODEON**  
**NIKE**  
**PRADA**  
**PEPSI**  
**RIHANNA**  
**SONY**  
**SAMSUNG**  
**TOYOTA**  
**TARGET**  
**TURNER**  
**TOSHIBA**  
**30 ROCK**  
**VHI**  
**VOGUE**  
**WALT DISNEY CO.**  
**WARNER BROS.**  
**WALMART**  
**W HOTEL**



# HOLLYWOOD® & WINE

**WHERE GRAPES BECOME STARS**

## **HOLLYWOOD & WINE**

Located at Hollywood Center Studios

1040 N. Las Palmas Ave.

Hollywood, CA 90038 USA

CEO/Founder: Doug Jeffery (323) 860-2442

Chief Creative Director/Founder: Valerio Ventura (323) 842-8379



[www.hollywoodnwines.com](http://www.hollywoodnwines.com)

### **Bibliography**

Aronson, Elliot, Wilson, Timothy D. & Akert, Robin M. (1999). *Social Psychology* (3rd edition). New York: Longman.  
Bloch, Peter H., Brunel, Frédéric F. & Arnold, Todd J. (2003). Individual Differences in the Centrality of Visual Product Aesthetics: Concept and Measurement. In *Journal of Consumer Research*, Vol. 29, March 2003.  
Guise, Bill. *Supermarket Packaging*. In: *Graphics World*, Dec 77 / Jan 78.  
Kotler, Philip & Armstrong, Gary (1999). *Principles of Marketing* (8th edition). New Jersey: Prentice-Hall International, Inc.  
Ray, Jonathan (2001). *White Wine – Discovering, Exploring, Enjoying*. London: Ryland Peters & Small.  
Solomon, Michael R. & Stuart, Elnora W. (2003). *Marketing: Real People, real choices* (3rd edition). New Jersey: Prentice Hall.

All Rights Reserved. Photos: © 2010 Valerio Ventura. Hollywood & Wine brand ©2011 Doug Jeffery / Valerio Ventura.  
Retention, dissemination, distribution or copying of this book or any of its individual pages is strictly prohibited and a violation of applicable laws.