



JUDD'S HILL MICROCRUSH

EXHIBIT B

2020 - TWO-YEAR WINE

Cabernet Sauvignon · Merlot · Syrah · Petite Sirah · Petit Verdot · Malbec · Cabernet Franc · Red Blends

2021 - SIX MONTH AND ONE-YEAR WINE

Zinfandel · Pinot Noir · Chardonnay · Sauvignon Blanc · Pinot Grigio · Charbono · Rosé

LABEL DEADLINES

It's important to stay on track so that you meet these key label deadlines. Storage fees will begin to accrue at \$50/barrel per month for all key label deadlines that are missed.

• LABELS TO TTB :

January 31 Send your final label design (**.jpeg format only**) to susie@juddshill.com who will submit it on your behalf. We will notify you via email when the TTB approves your label OR if they require any changes. Approvals generally take between 1–2 weeks.

Do not print your labels until you have TTB approval!

• PRINTED LABELS TO JUDD'S HILL:

February 28 (6 Month and One-Year Wine) Chardonnay, Sauvignon Blanc, Rosé, Zinfandel, Pinot Noir, Charbono, Pinot Grigio, etc.

May 31 (Two-Year) Cabernet Sauvignon, Merlot, Petite Sirah, Syrah, Malbec, Petit Verdot, Cabernet Franc, Red Blends, etc.

OAK, BLENDING AND BOTTLING DEADLINES

• OAK TRIALS:

February - April If you would like to add oak to your wine, Eric recommends doing an oak trial prior to bottling.

What you need to know about oak trials:

1. They take 2 weeks to prepare.
2. It's important to taste them at the 2 - 2.5 week marker.
3. It takes 2 months to fully integrate the oak that you choose with your wine.

• BLENDING (TWO-YEAR WINE):

May–June Blending appointments are available Monday–Friday, with the exception of a few weekends, which are first come, first serve. Email eric@juddshill.com or alex@juddshill.com to schedule an appointment.

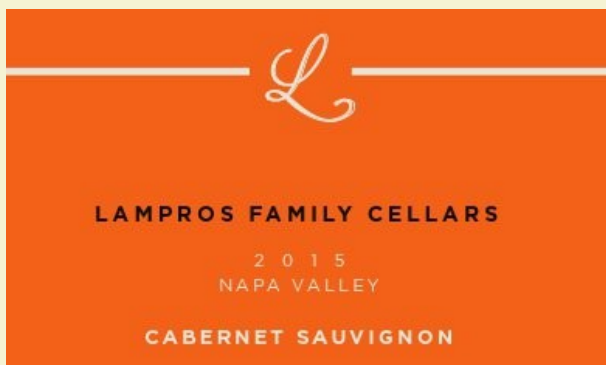
• BOTTLING:

April - Harvest Bottling will begin in April with 6 month and one-year wines and continue up until harvest. Once harvest is complete, bottling will resume. If labels are not received in time for bottling, your wine will be bottled in shiners and will accrue storage fees of \$15/case per month along with a \$500 rework fee.

TTB CERTIFICATE OF LABEL APPROVAL (COLA)

The TTB has very specific requirements for granting COLA's. Below are the required elements needed in order for your label to be TTB approved (see example below).

"Legal" Front label



Back Label



Front "Legal" Label

1. Brand Name
2. Appellation
3. Vintage
4. Varietal

Back Label

1. Government Warning
2. Sulfite Statement
3. Bottling Statement

Alcohol by Volume can be on either the front or back label.

TRADEMARK SEARCH

Before you commit to your brand name it's important that you make sure it is free of any trademarks. Below are the instructions to search the government system called TESS:

1. Go to USPTO.GOV
2. Choose "Trademarks" then "Trademark Search"
3. Choose "Word and/or Design Mark Search (Structured)"
4. Type "033" in the first Search Term Box
5. Choose "International Class" in the first Field Box
7. In the Operator Box type "AND"
8. Type your brand name in the second Search Term Box
9. Choose "Mark Punctuated/Word Mark" or "Non-Punctuated/Word Mark"
10. Press the Submit Query button
11. If there is a match and it's "DEAD" you can use it, if it's "LIVE" you cannot

GRAPHIC DESIGNER AND PRINTER RESOURCES

Below is a list of designers and label printers who have worked with Judd's Hill and our MicroCrush clients in the past. Their fees and styles vary, so we recommend getting quotes and samples from more than one designer before making your final choice.

Graphic Designers

Hayley Partridge 4 PARTS DESIGN

hayley@4partsdesign.com (415) 517-0953

Jenette Raymond RAYMOND GRAPHICS

jenette-raymond@comcast.net
(707) 252-4003

Joe Borreson DUST CLOUD DESIGN

dustcloudjoe@gmail.com (707) 975-2244
www.dustclouddesign.com

Printers

All American Label

Doug Smith - doug@allamericanlabel.net
707-567-4360

Trysk Print Solutions

Rob Griswold - rgriswold@tryskprintsolutions.com
877.630.7478

ASL Print FX

Travis Pollard - Travis.Pollard@ASLPRINTFX.COM

MAXIMUM LABEL SIZE

This is **NOT** the required label size, only the maximum size that will fit each specific bottles style. Work with your graphic designer and printer to determine what size is best for you.

CLARET BOTTLE:

5" high x 4" wide

- Cabernet Sauvignon
- Merlot
- Zinfandel
- Red Blend
- Sauvignon Blanc
- Pinot Grigio, etc.



BURGUNDY BOTTLE:

3" high x 4" wide

- Pinot Noir
- Chardonnay
- Syrah
- Petite Sirah
- Charbono
- Viognier, etc.



LABEL PRINTING SPECIFICATIONS FOR YOUR PRINTER

These are **VERY** important guidelines created specifically for our label applicator. Please make sure that your printer has these prior to printing your labels.

1. Pressure sensitive labels off a single roll, alternating front and back
2. **Rewind Position #4**, with left side of copy dispensing first and front label leading
3. **NO clear or white (PET) liner please, only Kraft.**
4. Core size of roll is 3 inches in diameter with the outside diameter not exceeding 8 inches
5. Order 350 label sets (front and backs) per barrel (for bottles, cases and bottling machine adjustments)
6. Have your printing company send your labels to: Susie @ Judd's Hill, 2332 Silverado Trail, Napa, CA 94558

HOUSE LABEL OPTIONS

Our house label is a great option for those of you who have limited time or are undecided on what direction you want to go with your label design. The cost is \$500/barrel which includes the design, TTB approval and printing. Email susie@juddshill.com for more information.

2020 - Cab Sauv, Cab Franc, Merlot, Petit Verdot, Malbec, Petite Sirah, Grenache, Red Blends and Syrah

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
	OAK TRIALS	OAK TRIALS	OAK TRIALS	BLENDING	BLENDING	
LABELS TO TTB				BOTTLING	BOTTLING	BOTTLING
				LABELS TO JH		

2021 - Sauvignon Blanc, Pinot Grigio and Rosé

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
	SAMPLING	SAMPLING	BOTTLING	BOTTLING		
LABELS TO TTB	LABELS TO JH					

2021 - Chardonnay, Viognier, Pinot Noir and Zinfandel

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
	OAK TRIALS	OAK TRIALS	OAK TRIALS	BLENDING	BLENDING	
LABELS TO TTB	LABELS TO JH			BOTTLING	BOTTLING	BOTTLING