

Heritage
WINE CELLARS LTD.
Importers and Distributors

February 4, 2008

To whom this may concern,

Darryl Rosen, the former President and Owner of Sam's Wines & Spirits in Chicago, has established a speaking, training and consulting practice designed to help distributors build, cultivate and maintain better relationships with their retail customers. He presented to our sales people last week.

I believe you would benefit from his expertise. His talk (Crossing the finish line with wine, beer and spirit retailers) was lively, informative and humorous. The audience loved the stories and lessons from his days as a retailer. In fact, 10 minutes into the talk I wished I had invited my entire company to be in attendance.

If you have any questions, please feel free to contact Darryl via email at darryl@darrylrosen.com. I have given him your contact information. Please take his call when he contacts you.

Sincerely,



Steven Hirsch
President
Heritage Wine Cellars

