

JARHEAD

WINES OF CHARACTER



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15 YEARS IN THE MAKING



- **Jarhead Red** – our signature wine, robust yet approachable.
- **Jarhead Chard** – the lighter side of Jarhead.
- **Jarhead Reserve** – a limited-edition estate Cabernet Franc.

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A FAMILY TRADITION



- Jarhead Red was first bottled by Adam Firestone in 1999.
- Adam (Capt. USMC '84 – '91) served in Desert Storm.
- The first Jarhead Red was made for a Marine Corps birthday ball in Los Angeles.
- Word-of-mouth and resulting demand grew immediately.

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A FAMILY TRADITION



- Adam's son Nick recently returned home from his second deployment to Afghanistan.

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GOOD WINE FOR GREAT CAUSES



- Over the past 15 years, Jarhead has given more than \$500,000 in proceeds to charitable causes.
- Charitable focus is the Marine Corps Scholarship Foundation, which provides educational assistance to children of U.S. Marines, with special consideration given to families of fallen Marines.

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HONORING OUR VETERANS



- Jarhead Wine Company and Firestone Walker Brewing Company recently funded “Honor Flights” for 10 veterans.
- The Honor Flight network escorts World War II veterans to Washington D.C. to visit memorials erected in their honor.

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ACTIVE & INVOLVED



- Jarhead Wine Company also participates in a variety of charitable events and makes considerable in-kind donations along the way.



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OCEAN-COOLED QUALITY



- Our estate vineyards are located in Santa Barbara County.
- The rare “transverse” valleys open up to the Pacific Ocean, creating a steady influx of cool marine air.
- Chardonnay thrives in the coolest spots, while Bordeaux varieties excel in the temperate valley areas.

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ESTATE VINEYARDS



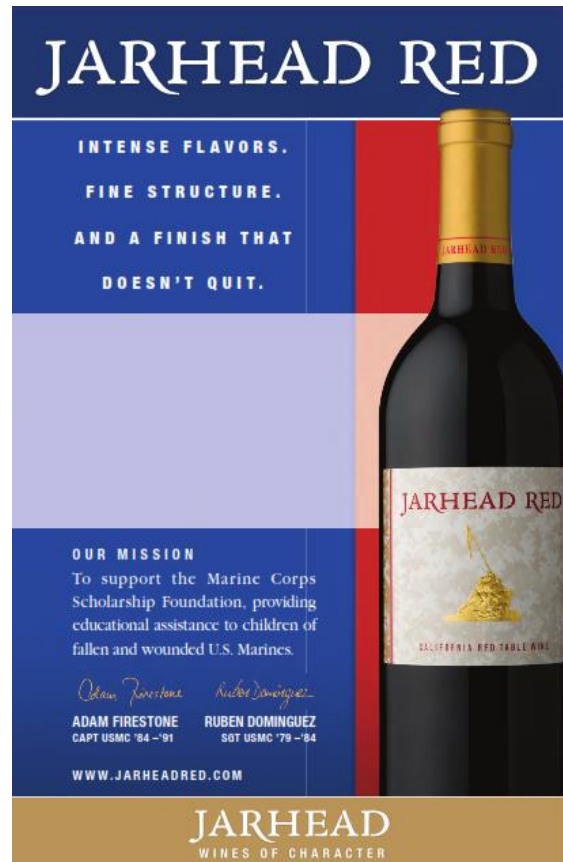
The Firestone family owns three estate Vineyards:

- Kingsley Vineyard
- Rock Hollow Vineyard
- Curtis Estate

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TOOLS FOR THE TRADE

A promotional graphic for Jarhead Red wine. It features a central image of a wine bottle with a label that reads 'JARHEAD RED' and 'CALIFORNIA RED TABLE WINE'. The background is a grid of blue, red, and white squares. Text on the left side includes the brand name 'JARHEAD RED', descriptive phrases like 'INTENSE FLAVORS. FINE STRUCTURE. AND A FINISH THAT DOESN'T QUIT.', and a mission statement about supporting the Marine Corps Scholarship Foundation. It also lists the names and military service of Adam Firestone and Ruben Dominguez, along with the website 'WWW.JARHEADRED.COM'. The bottom of the graphic features the 'JARHEAD WINES OF CHARACTER' logo.

JARHEAD RED

INTENSE FLAVORS.
FINE STRUCTURE.
AND A FINISH THAT
DOESN'T QUIT.

OUR MISSION
To support the Marine Corps
Scholarship Foundation, providing
educational assistance to children of
fallen and wounded U.S. Marines.

Adam Firestone *Ruben Dominguez*
ADAM FIRESTONE RUBEN DOMINGUEZ
CAPT USMC '84-'91 SGT USMC '79-'84

WWW.JARHEADRED.COM

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- Fact sheets, logos, bottle shots and printable shelftalkers are available at JarheadRed.com
- Printed hard copy shelftalkers and case cards are available from the winery.