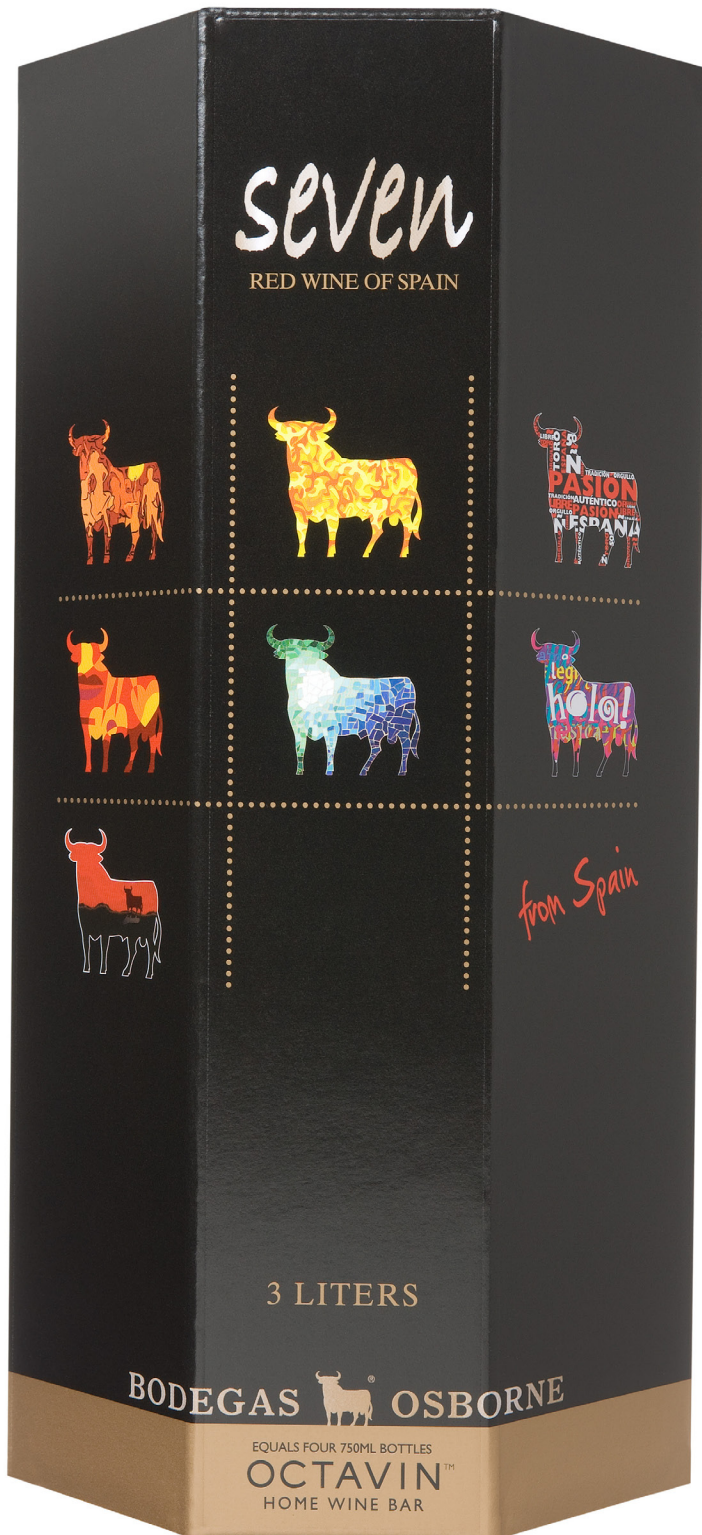


October 8, 2011



# seven™

RED WINE OF SPAIN

## PREMIUM WINE IN A PREMIUM WINE CASK

“Underdog Wine & Spirits partners with top wineries around the world for the Octavin line, which gives a boost to the concept of putting the equivalent of four bottles of wine in a bag in a box, with a spigot. Seven is a blend of seven Spanish varietals, 50 percent of which is cabernet Sauvignon and Merlot, made by the Osborne family, which has big-time cred for its years in operation (more than 200), sherry production and wines. Seven captures the sturdy, fruit-kissed style of dry Spanish reds with New World approachability. Seven has smooth tannins that coat the palate, acidity to provide backbone and a lovely, earthy blast of berries, dark plums and mocha.”

—Sandra Silfven,  
The Detroit News