

Southern Wine & Spirits of America, Inc.



Dedicated to Sales & Service

SINCE 1968

1600 N.W. 163rd Street • Miami, Florida 33169-3562 • 305.627.1105 • Fax 305.625.2790 • harveychaplin@southernwine.com

March 8, 2011

HARVEY R. CHAPLIN
CHAIRMAN & CEO

Dear Valued Minnesota Retail Customer,

From the very first days that my son and Southern's President, Wayne Chaplin, and I discussed the opportunity of establishing a world-class distribution company in the State of Minnesota, we were excited. We knew that by bringing Southern's 43 years of experience as an independently-owned and family-managed company as well as our leading in-market capabilities to bear in Minnesota, we would do great things with both our supplier and retail customer partners.

Almost immediately after Southern's announcement of its partnership with a long-standing, 26 year Minnesota distributorship, J.J. Taylor, we began to receive a traditional, Minnesota warm welcome from members of the local alcoholic beverage community comprising of retailers, suppliers and consumers alike. The central themes we heard included what I call the "Three C's" of Choice, Competition and Customer Focus.

It is Southern's embrace of these principles—not its size—that has allowed us to grow from a small Florida wholesaler in 1968 to one now servicing over 185,000 customers from Maine to Miami to Maui and now to Minnesota. We at Southern are excited that our company is now fully operational in Minnesota with a 100% Minnesota-based staff – led by a fellow Minnesotan, our General Manager, Mr. Daniel Daul.

Recently, having been approached directly by a number of industry members with regards to our intentions as to Sales to Off-Premise Chains as well as having received disappointingly uninformed correspondence, espousing views attributable to us not grounded in fact, and challenging our ability to service the retail trade - we now welcome this opportunity to share again our comments on these important issues, this to ensure that the Minnesota retail trade is clear as our intentions.

In fact, over the past few months, our local management team has met directly with numerous On-Premise and Off-Premise accounts as well as the MLBA and MMBA leadership to answer their questions. In so doing we reaffirmed our positions on all relevant issues including Sunday Sales and Wine in the Grocery Channel. Our statements and behavior relative to these issues have been clear and consistent. In fact, Southern Wine and Spirits-Minnesota contribute more to the MLBA than any other Minnesota beverage alcohol wholesaler and have also made a substantial contribution in support of the MMBA as well.

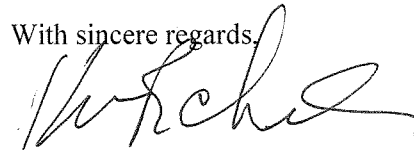


With that said, I would like to make it completely clear that Southern Wine & Spirits of Minnesota not only supports the efforts of your leading trade associations, but more importantly, specifically stands by the vast majority of the retail trade's positions on such topics as prohibiting Sunday sales and the prohibition of wine sales in grocery chains.

Irrespective of the geographic market place served, Southern's goal as wholesalers is a relatively simple one: Bringing success to all of its trading partners—retail customers and suppliers alike. We strive to accomplish this by delivering first class sales, marketing and customer service with a dedicated staff of professionals whom we expect to work harder and smarter than the competition.

In Conclusion, we believe that our company's words and record speak for itself, and it is in that light that we look forward answering any questions that you may have on all relevant industry topics. Until then and on behalf of our entire Minnesota-based staff of professionals, I look forward to working with and growing our businesses successfully together. I can be reached at the above mailing or e-mail addresses—and of course any of our local leaders also stand ready to answer your questions.

With sincere regards,

A handwritten signature in black ink, appearing to read "H. Chaplin", written in a cursive style.

Harvey R. Chaplin
Chairman & Chief Executive Officer