

## Stags Leap Wine Cellars

### Existing and Proposed Marketing Program

#### Existing New Use Permit Conditions (effective 4/6/2004)

- a. Private promotional tastings with lunch meals:  
Frequency: 50 times per year, no more than (1) lunch per week  
Number of persons: 60 maximum  
Time of Day: 11:00 AM to 3:30 PM
- b. Private promotional tastings with dinner meals:  
Frequency: 50 times per year, no more than (2) dinners per week  
Number of persons: 60 maximum  
Time of Day: 5:30 PM to 10:00 PM
- c. Private Food & Wine Pairing Seminars:  
Frequency: 50 times per year  
Number of persons: 35 maximum  
Time of Day: 11:00 AM to 10:00 PM

Grand Total Number of Persons: **7,750 Total**

#### Proposed New Use Permit Conditions

- a. Private promotional tastings with lunch meals:**  
Frequency/Number of Persons:  $10 \times 80 = 800$ ,  $40 \times 40 = 1600$ : **2,400 Total**  
Time of Day: 11:00 AM to 3:30 PM
- b. Private promotional tastings with dinner meals:**  
Frequency/Number of Persons:  $6 \times 100 = 600$ ,  $20 \times 80 = 1600$ ,  $25 \times 35 = 875$ : **3,075 Total**  
Time of Day: 6:00 PM to 10:00 PM
- c. Private Food & Wine Pairing Seminars:**  
Frequency/ Number of Persons:  $50 \times 25 =$  **1,250 Total**  
Time of Day: 11:00 AM to 10:00 PM
- d. Additional Large Private Events**  
Frequency/Number of Persons:  $2 \times 250 =$  **500 Total**  
Time of Day: 11:00 AM to 10:00 PM

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**Grand Total (Net decrease from existing): 7,225 Total**

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Stags Leap Wine Cellars will also be participating in the annual Napa Valley Charity Wine Auction