



May 20, 2016

VIA CERTIFIED MAIL

BevMax Norwalk
149 Westport Avenue
Norwalk, CT 06851

BevMax Headquarters
835 E. Main Street
Stamford, CT 06902

Re: Deceptive in-store signs featuring inaccurate wine ratings

Dear Sir or Madam:

I am writing to you on behalf of Truth in Advertising, Inc. ("TINA.org"), a nonprofit consumer advocacy organization based in Connecticut dedicated to protecting consumers nationwide from deceptive advertising. A TINA.org investigation has revealed that BevMax in Norwalk, CT deceptively displays signs that promote high wine ratings and other favorable characteristics, while the actual wines being sold in conjunction with the signs are different vintages than the ones that are rated, and therefore either do not have the same rating or do not have a rating at all.

For example, BevMax Norwalk features a sign for Gerard Bertrand Gris Blanc 2014 that highlights a rating of 91 from Wine & Spirits, as well as other favorable characteristics, which is being used to sell a Gerard Bertrand Gris Blanc from 2015, a vintage that Wine & Spirits has never rated.



As you must know, the quality of a wine can differ significantly with each vintage and consumers rely on ratings and descriptions from wine critics to help them make informed purchasing decisions. There can be no question that the marketing practice explained above is deceptive and lures consumers into buying a wine that is different from what they believe they are purchasing. For this reason, we are alerting the Connecticut Department of Consumer Protection of the use of this deceptive marketing tactic in liquor stores in the state. We urge you to remove all deceptive signs from your store immediately.

Sincerely,

A handwritten signature in blue ink that reads "L. Smith". The signature is fluid and cursive, with the first letter "L" being large and stylized.

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.