



May 19, 2016

VIA CERTIFIED MAIL

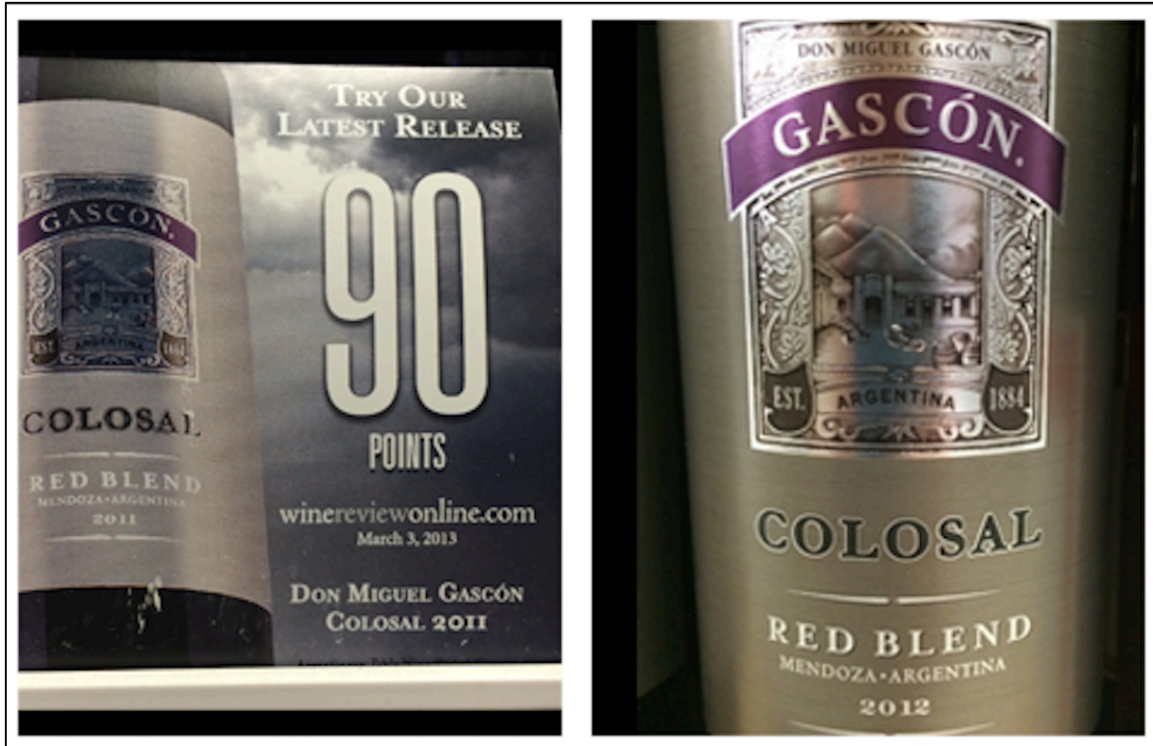
Bottle Depot Liquors
55 Frontage Road
East Haven, CT 06512

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 Bottle Depot Liquors in East Haven, 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, Bottle Depot Liquors features a sign for Gascon Colossal Red Blend 2011 that highlights a rating of 90 from WineReviewOnline.com, which is being used to sell a Gascon Colossal Red Blend from 2012, a vintage that actually has an 85-point rating from WineReviewOnline.com.



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, appearing to read 'L. Smith'.

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