



May 31, 2016

**VIA CERTIFIED MAIL**

The New Bottle Shop  
492 Orange St  
New Haven, CT 06511

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 a number of Connecticut liquor stores are deceptively displaying 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 more information about our investigation, you can go to <https://www.truthinadvertising.org/wine-stores-summary-of-action/>.)

FOX61 News recently covered our investigation and identified your store as using this marketing tactic. See <http://fox61.com/2016/05/25/connecticut-liquor-stores-accused-of-deceptive-ratings-displays/>.

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 have alerted the Connecticut Department of Consumer Protection of the use of this deceptive marketing tactic in liquor stores in the state. To the extent your store employs this tactic, we urge you to remove any and all deceptive signs immediately.

Sincerely,

A handwritten signature in blue ink that reads "Smith". The signature is written in a cursive style with a large, looped 'S' at the beginning.

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