

## Hagafen Cellars

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In 1980, vintner Ernie Weir set out to do what had never been done--to make Kosher Napa Valley gourmet dry table wines.

He has since achieved his goal with award-winning success through his winery, Hagafen Cellars.

This list is predominantly California wine buffs who appreciate the finer things in life, and have the income to enjoy them, but are also respectful of tradition.

Sample mailing piece required.

## HAGAFEN

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2,597

\$75/M

All

Direct mail and  
Point-of-Purchase

Semi-Annually

4-UP Cheshire	N/C
4-UP PSL	\$ 7.50/M
CD	\$50.00/F
EMAIL	\$60.00/F
FTP	\$60.00/F

SCF/Zip	\$6.00/M
State	\$6.00/M
Keying	\$5.00/M
Gender	\$10.00/M

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