

Monaco's Wine and Liquor, LLC
2178 Madison Ave
Bridgeport, CT 06606

Truth in Advertising, Inc.
P.O. Box 927
Madison, CT 06443

RE: Deceptive in store signs

Ms. Laura Smith, Esq.

This is a formal response to your letter dated on May 19th, 2016 to Monaco's Wine and Liquor on deceptive in store signs. After reviewing your letter, we have looked into what caused this sign to be inaccurate. The staff at Monaco's Wine and Liquor do not actually post these signs; they are posted by sales representatives from wholesalers who sell us that specific product.

As vintages do vary from various years on wines, this sign should have been removed once the vintage was no longer in our stock and a new vintage of that wine was placed on our shelves.

We have informed the appropriate wholesaler of this as we certainly do not want to deceive our community and customers.

I would also encourage you to communicate this with the wholesalers community directly as they are responsible for the marketing of the products. The retailer most often will not get involved in the advertising or marketing of the products. We have asked that all signs go through a review process before they are placed in our family of stores to ensure the accuracy of the signs.

We thank you for your continued efforts to protect our consumers.

Regards



Shash v. Patel
Monaco's Wine and Liquor, LLC