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## The rabbit is Coming!

### **– Old World Winemaking Meets New World Vision – Boisset debuts French rabbit™ vintage varietals in 1 Liter Tetra Prisma**

(New York, February 1, 2006) – From France, the most traditional wine-producing country, comes a forward-thinking innovation for an environmentally-conscious world. Nationwide, Boisset America introduces French rabbit™ Pinot Noir, Chardonnay, Cabernet Sauvignon, and Merlot: vintage-dated, appellation-specific French wine in unique 1 Liter octagonal-shaped Tetra Prisma containers that boast screw-top closures and label-free packaging. French rabbit™ offers premium-quality, consistent, South of France wines from sloping hillside vineyards, inviting consumers to “savor the wine, save the planet.” Indeed, it is one smart rabbit.

Jean-Charles Boisset, President of Boisset America, says: “Our mission is to be the market leader of quality wine in innovative and environmentally-friendly packaging. Our family has been growing wine for two generations, so preserving the planet has always been important to us. While sustainable vineyard practices were already in use, we are delighted to add environmentally-friendly packaging to our repertoire!”

French rabbit™ wines were introduced in both glass bottle and Tetra Prisma packaging in Canada on July 28, 2005. While the wine is delicious in either package, one month later, sales for the Tetra Prisma were 21 times greater than its glass cohort, from 142 cases in glass sales to 3,061 cases in Tetra Prisma – saving over 100,000 pounds in recycling glass weight! The environment is also spared during production. One example is the transport of the Tetra Prisma: it would take over 25 trucks filled with bottles to equal just one truck filled with empty Tetra Prisma containers. Multiply this by the over 3 billion bottles of wine Americans consume each year, or the over 30 billion bottles consumed worldwide, and imagine the reduction in fuel and CO<sub>2</sub> emissions achieved by removing so many trucks from the road!

French rabbit features charming packaging: vibrant fluorescent hues (platinum for Pinot Noir, green for Chardonnay, purple for Cabernet Sauvignon, and pink for Merlot) are united by orange toppers that would make any carrot jealous. Bunnies gambol and carrots fly above and below the logo, which converts the lower-case b’s in “rabbit” into bunny ears. On its serious side, the ePod™ is recyclable, and reduces packaging waste by 90% compared to glass. Additionally, the Tetra Pak container comes from a renewable resource – wood. Much of Tetra Pak’s global paper supply comes from Scandinavian forests where more new wood grows each year than is cut down. Consumers can visit [www.tetrapakusa.com/environment](http://www.tetrapakusa.com/environment) to learn more about the environmental efforts of Tetra Pak, and to see where beverage cartons are recycled in their community.

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All vintage-dated French rabbit wines are approachable and delicious. The Chardonnay boasts intense flavor with a hint of citrus and a touch of honey, while the reds feature powerful aromas and full, fruity, concentrated flavor with pleasing texture. Each 1L single-varietal wine will have an SRP of \$9.99, while the 750mL glass package will also retail for \$9.99. Why the same price for two different sizes? French rabbit rewards consumers for making the ecologically-sound choice of the ePod™ with two extra glasses of French rabbit™ per ePod™!

### ***Consumers have rabbit fever!***

French rabbit offers substantial consumer benefits. The Tetra Pak container fully protects the wine from UV rays, the plastic “screw cap” is tamper-resistant and eliminates the need for a corkscrew, and the container is easily re-sealed with the air pushed out, keeping the open wine fresh for several days. The attractive ePod is extremely easy to carry, handle, and pour, and can be enjoyed in places where glass containers cannot.

### ***Environmentalists are snuggling our bunny!***

The ePod is truly dedicated to the 3 e’s – ecology, environment, and economy. The light weight is not just more convenient for consumers: as it saves fuel and related wear and tear, distributors pay lower freight charges, retailers and restaurateurs save their employees’ backs, and consumers have an easier time purchasing multiple units. Numerically, a standard wine bottle adds over 30% to the total weight of the item, while ePods add just 4%. Compare that to an eggshell, which actually adds 7% to the weight of an entire egg! This also explains why the rabbit cools three times faster than wine bottles (plus many more ePods than bottles fit *into* the ‘fridge . . .). At the other end, the empty ePod is recyclable, reducing its environmental footprint even further.

In Canada, 50c from every ePod sold is donated to the Natural Heritage Fund, which creates wildlife habitats; in the U.S., French rabbit has partnered with American Forests ([www.americanforests.org](http://www.americanforests.org)) to help restore trees in areas devastated by deforestation, natural disasters, and disease. For every 4 ePods sold, a tree is planted in a French rabbit grove.

### ***Trade knows a good carrot when they see it!***

In addition to the low cost of shipping, consumer-friendly packaging, and price point, trade benefits include ease of storage and stacking (a 10L case of French rabbit weighs 45% less than a 9L case of glass bottles, and on the shelf the 1L Tetra Pak container looks diminutive next to a 750mL glass bottle), shatterproof packaging, and no chance of cork taint, among many others.

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The logo for French Rabbit, featuring the words "French rabbit" in a white, serif font on an orange rectangular background. The word "rabbit" has a stylized white rabbit silhouette integrated into the lettering.

French rabbit

**FRENCH RABBIT / 3**

***Our smart rabbit is hopping ahead of the trend!***

Australia, Argentina, Sweden, Spain and Italy are far ahead of the U.S. in embracing wine in non-bottle packages; for instance, nearly half of the wine sold in Australia comes in a box. However, as reported by *BusinessWeek* in July, 2005, the U.S. is catching on, with sales of “non-bottle” wines increasing 30% last year. French rabbit partnered with Tetra Pak, a leading supplier of liquid food and beverage packaging systems, to offer premium vintage French wine in the Tetra Prisma container. One smart rabbit!

**SAVOR THE WINE. SAVE THE PLANET**

French rabbit is imported to the U.S. exclusively by Boisset America, Sausalito, CA. Family-owned and operated, Boisset America offers a diverse portfolio of wines, spirits and liqueurs from the world's most prestigious *terroirs*. Please visit [www.frenchrabbit.com](http://www.frenchrabbit.com).

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## **The rabbit is Multiplying!**

### ***–This Season Welcomes New Additions to the rabbit Family– Boisset introduces French rabbit™ Family Reserves & new 500mL servings***

(New York, September 27, 2006) – This autumn, the newest members of the French rabbit™ family will be hopping into retail stores throughout the United States. On October 1, Boisset America will introduce the French rabbit™ Family Reserves and the new 500mL Tetra Prisma container ePods which feature the original varietals of Pinot Noir and Chardonnay.

The 1L French rabbit™ Family Reserves, available in red and white, are tasty blends of Languedoc varietals. The red comprises Syrah, Merlot, Pinot Noir, Cabernet Sauvignon, Grenache, and Mourvèdre, while the white is Chardonnay, Viognier, Sauvignon Blanc, Marsanne, Rousanne, and Muscat. Both the red and white Family Reserve blends are seamless, balanced wines that will retail for \$14.99 each.

The 500mL containers offer the same fine quality French wine as the larger 1L ePods, just a little less of it! The smaller sizes are ideal for those who enjoy a glass or two of wine but dislike leftovers. The packing features the same benefits as the 1L, being lightweight, shatterproof, and easy to transport, open, and serve.

Of course, all French rabbit wines in ePods are eco-friendly each step of the way. One truck filled with empty ePod containers does the work of over 25 trucks filled with bottles, offering a 96% saving in fuel and CO<sub>2</sub> emissions in this one aspect of production alone. Further, the absence of glass, cork, and a label in the 1L servings reduces packaging waste by 90%.

“We are thrilled to add the Family Reserves and 500 mLs to the French rabbit family,” says Jean-Charles Boisset, President of Boisset America.

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French rabbit launched nationwide in March 2006. French rabbit is imported to the U.S. exclusively by Boisset America, Sausalito, CA. Family-owned and operated, Boisset America offers a diverse portfolio of wines, spirits, and liqueurs from the world's most prestigious *terroirs*. Please visit [www.frenchrabbit.com](http://www.frenchrabbit.com).

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## Q&A with French rabbit™

**Q: How did you come up with the name French rabbit™?**

A: The rabbit is the four legged animal most frequently found in the French vineyards. It is a symbol of nature and part of the eco-system essential to producing premium wines. “French” means quality when associated with wine, food, or design from that country.

**Q: Are French rabbit™ wines quality wines?**

A: In Canada, where French rabbit™ launched to great success in July 2005, the wines received outstanding reviews from qualified tasting panels and reviewers, including the *Ottawa Citizen*, *London Free Press*, and *Toronto Life*. French rabbit™ Pinot Noir, Chardonnay, Merlot, and Cabernet Sauvignon represent excellent value, and are all food-friendly and fruit-forward everyday wines.

**Q. What is an ePod™?**

A. ePod™ is the name for alternative packaging offered by Boisset. The term stands for ecology, environment and economy – a statement of the Boisset mission to develop innovative packaging for wine and spirits that respects the environment while delivering quality and value to the consumer.

French rabbit is the first vintage, fine French wine in a Tetra Prisma Aseptic container, which offers numerous benefits to both trade and consumers. Snuggled into its ePod, French rabbit is 100% protected from damage by ultra-violet light, ensuring the integrity of the wine for as long as 24 months. Tetra Pak containers are lightweight and shatterproof, so they are ideal for outdoor dining and events.

**“Squeeze your rabbit”** French rabbit can be easily resealed by squeezing the air out of the ePod and closing the screw-top, helping the wine stay fresh for several days after opening. ePods also cool much faster than glass bottles, with no label to peel away, meaning the wine is ready to be enjoyed tonight!

**Q: How are the Tetra Pak containers better for the environment?**

They are lightweight and compact, representing only 4% of the total product weight, compared to more than 30% for the average glass bottle, which saves storage space and energy during shipping. For example, it would take over 25 trucks filled with empty glass bottles to equal just one truck filled with empty Tetra Pak containers. Once filled, Tetra Pak containers take up one-third less cargo space – just imagine the reduction in fuel and CO<sub>2</sub> emissions!

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*French Rabbit™ FAQ / page 2*

Tetra Pak containers can be recycled into paper products. Visit [www.tetrapak.com/environment](http://www.tetrapak.com/environment) to find out where recycling facilities exist in your community.

Additionally, Tetra Pak utilizes renewable resources in its packaging. Tetra Pak's responsible purchasing policy strives for continuous improvements in the forests from which the fiber it uses is harvested. Much of Tetra Pak's global paper supply comes from Scandinavian forests where more new wood grows each year than is cut down.

**Q: Is the Tetra Pak container a new concept?**

A: Offering wine in Tetra Pak containers is the beginning of a new trend in the United States that will benefit consumers, winemakers, and the environment. Over 1.6 billion liters of wine are sold in Tetra Pak containers around the world annually. The trend is for more premium wines, such as French rabbit, to be packaged in Tetra Pak containers — lightweight, quick to cool, easy to open (no corkscrew required and no risk of cork taint), easy to pour (no drip), easy to store (more compact), recyclable, and proven to preserve the flavor of wine.

**Q: Will there be more beverage alcohol sold in the United States in non-bottle containers?**

A: French rabbit is at the forefront of the trend in offering premium wine in alternative packaging. As the wine-drinking world moves away from corks and bottles, we expect to see more wines packaged in environmentally-friendly containers like the ePod. Non-traditional containers have already been well-received in other wine-producing countries. In fact, more than half the wine sold in Australia is sold in a box.

French rabbit is the first 1L vintage French wine in a Tetra Pak container available in the United States. French rabbit's innovative container is the perfect accompaniment at picnics, by the pool, at the beach, or at sporting events, barbecues, and tailgating parties, but we truly believe that French rabbit and its versatile packaging will be a new year-round option for wine enthusiasts.

**Q: How is the Tetra Pak container different from a bag-in-box wine container?**

A: The bag-in-box usually holds more wine, varying from 1.5L; 2L; 3L; 4L, and more. There is also a plastic tap and a collapsible polyethylene/aluminum bag inside. French rabbit ePods arrive at the packaging plant as flat cardboard rolls of 20,000 units, and are one of the safest methods of packaging available.

In 1989, the world-renowned Institute of Food Technologists named aseptic processing and packaging the most important food science innovation of the past 50 years (second was the safe canning of vegetables, third, the microwave oven). The institute said aseptic processing and packaging technology provides outstanding safety and convenience to consumers, and unsurpassed protection of nutrition and flavor.

The French rabbit ePod has a simple no-drip pouring spout, is more practical to handle, and best of all, you won't have the same wine for days and perhaps weeks at a time. You can enjoy all of the delicious varieties of French rabbit in the time it takes to get through one 4L bag-in-box!



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**Q: Why do you think consumers will buy wine in the ePod?**

A: French rabbit offers straightforward wines in environmentally sound packaging, with a striking, innovative, and appealing design. The eye-catching design will initially drive consumers to the shelf, and once they read the side label they will have a better understanding of French rabbit. We hope to reach all customers looking for fine vintage French wine in lightweight and easy to transport, pour, and store, environmentally-friendly packaging. In addition to the benefits offered by the convenient and eco-conscious packaging, consumers will return to French rabbit for quality French wine at a great value.

We also expect that restaurants and bars that care about the environment and wish to serve fine French wine from a practical and convenient package will be thrilled that French rabbit has arrived!

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## Tetra Pak and the Environment

### **Q: What is Tetra Pak and what does the company do?**

A. The core business of Tetra Pak Inc. is processing and packaging systems for liquid and solid foods. The company's most familiar product is the rectangular 250 mL Tetra Brik Aseptic "juice box" – a staple in children's school lunches. The company also produces and markets Tetra Prisma, Tetra Wedge, Tetra Rex, Tetra Classic, and Tetra Top packages.

### **Q: What are Tetra Pak containers made from?**

A. Tetra Pak containers are made of paperboard (75%), food grade polyethylene plastic (20%), and aluminum foil (5%). Paper gives the container strength. Polyethylene plastic gives the container a tight seal, and is used as a bonding agent to keep the various layers together. Aluminum foil keeps out bacteria, air, light, and odors, all of which can cause contents to deteriorate.

### **Q: Tetra Pak containers use paper. Isn't that causing forests to be depleted?**

A: No. Wood is a renewable resource. Much of Tetra Pak's global paper supply comes from Scandinavian forests, where more new wood is grown each year than is harvested.

### **Q: Are Tetra Pak containers recyclable?**

A: All Tetra Pak packages are recyclable. The recycling method used is called repulping. This takes place at a paper mill. The containers are an excellent source of high-quality paper fiber, enabling them to be used for a variety of recycled end products. Please see [www.tetrapakusa.com/environment](http://www.tetrapakusa.com/environment) to see if there is a beverage container recycling program in your community.

### **Q: Are Tetra Pak containers safe?**

A: Tetra Pak containers are one of the safest methods of packaging available. In 1989, the world-renowned Institute of Food Technologists named aseptic processing and packaging the most significant food science innovation of the past 50 years. (Second was the safe canning of vegetables, third was the microwave oven). The institute said aseptic processing and packaging technology provides outstanding safety and convenience to consumers and unsurpassed protection of nutrition and flavor.

### **Q: Are Tetra Pak containers safe for wine?**

A. Tetra Pak containers have exceptional preservative qualities, keeping wine fresh and providing 100% protection from possible damage by ultra-violet light. They can be easily re-sealed and, by squeezing out excess air before resealing, will keep wine fresh for several days after opening.

***Please visit [TetraPak.com](http://TetraPak.com) for more information about Tetra Pak Technology.***

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## Quality and Heritage at Boisset America

Founded in 1980, Boisset America is a family-owned importer and supplier with roots in the heart of Burgundy. Inspired by centuries of French winemaking tradition, Boisset America has grown to encompass wines, spirits, and liqueurs, with a mission to bring a diverse portfolio of quality products from the world's most prestigious regions.

In fall 2003, Boisset America acquired Marie Brizard Wines & Spirits USA and DeLoach Vineyards (Sonoma County, CA), marking the first important steps towards achieving their goal. Now, Boisset America is proud to introduce French rabbit wines, premium vintage French wine, to the American palate. Each Boisset offering has a unique history, identity, and style, yet all are united in the pursuit of superior quality. This approach has helped Boisset America build a diverse and balanced portfolio that is constantly refined to offer the best possible products.

## Boisset America and the Environment

Over the past decade, Boisset has evolved its profession, taking a more active role in protecting the environment through close partnerships in the vineyards and implementing organic and biodynamic practices in family-held vineyards. Boisset began in 1961 as a wine merchant, buying wines from friends and neighbors in the villages of Burgundy and selling it throughout France. As the business grew, the Boisset family slowly acquired vineyards in Burgundy, beginning with Les Evocelles in Gevrey-Chambertin in 1966.

Boisset adopted a new philosophy in the 1990's, working to build closer partnerships with growers through long-term relationships based on trust. This approach gives growers an active involvement in an economically-viable partnership; at the same time, they are expected to adhere to quality standards and evolve their practices to sustainable farming methods that are best-suited to each individual *terroir*. Additionally, the Boisset family's vineyards in Burgundy were united together as a single-estate in 1999 – Le Domaine de La Vougeraie – and have been farmed according to organic and biodynamic principles since its inception.

Another example of the Boisset family's dedication to environmentally-sustainable agriculture can be seen at DeLoach Vineyards in Sonoma County's Russian River Valley. DeLoach now farms its 22 acres of estate vineyards according to biodynamic principles. The implementation of biodynamics includes the application of biodynamic-specific preparations and composts, and the maintenance of biodiversity within the estate. Director of Winegrowing Ginny Lambrix joined the DeLoach team in 2004 to spearhead the transition to biodynamics on the estate property, as well as to build partnerships with growers already farming according to organics and biodynamics, and those willing to adopt sustainable practices.

According to the same philosophy, French rabbit wines are sourced from vineyard partners that have established long-term relationships with the Boisset family. These partners are constantly evolving their practices to implement increasingly sustainable farming methods. With the launch of French rabbit, Boisset has now expanded its environmentally-friendly practices to all aspects of wine, including the packaging.

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# French rabbit



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## Chardonnay 2005

### Tasting Notes

- Spot:** Lovely pale yellow, bright and clear.
- Sniff:** On the nose, the wine is aromatic with a hint of citrus, honey, and brioche.
- Nibble:** On the palate, the wine is rich with peaches and apricots. A fresh, rich wine, with a generous, well balanced, lingering fruity finish.

### Bon Appétit

- Be classic:** White meats, grilled fish or shell fish.
- Be adventurous:** Ideal as an aperitif or at a barbecue.
- Service:** 48° F (9° C)

### Winemaking

- Grape Variety:** 100% Chardonnay
- Region:** Pays d'Oc (Vin de Pays – South of France)
- Terroir:** The cool climate of the Limoux region of the Languedoc is very similar to Burgundy-where some of the world's best Chardonnay is grown. The region has warm, mild days but is cooled quickly at night due to coastal influences, resulting in a perfect balance of ripe fruit aromas and acidity.
- Production:** This Chardonnay is made using traditional Burgundian techniques. The grapes are fermented in stainless steel tanks for two weeks to preserve fresh fruit characteristics. The wine does not undergo malolactic fermentation, allowing it to maintain minerality and crisp acidity. It is then aged *sur lies* for six months for a full mouthfeel and greater complexity.
- Importer:** Boisset America, Sausalito, CA
- SRP:** \$9.99 (1L)

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## Pinot Noir 2005

### Tasting Notes

- Spot:** Bright ruby.
- Sniff:** Elegant yet earthy bouquet reveals notes of fresh red raspberries and strawberries.
- Nibble:** Ripe red fruits on the palate with a pleasant acidity and structure – the ultimate food wine.

### Bon Appétit

- Be classic:** Great with grilled salmon or pork.
- Be adventurous:** Ideal at a barbecue.
- Service:** 57-60° F (14-16° C) or cellar temperature.

### Winemaking

- Grape Variety :** 100% Pinot Noir
- Region:** Pays d'Oc (Vin de Pays – South of France)
- Terroir:** The Pinot Noir vineyards are located in the western part of the Languedoc region, near Limoux, France. Here, the sloping hillside vineyards and cooler temperatures provide excellent growing conditions for Pinot Noir.
- Production:** After a cold pre-fermentation that lasts several days, the wine undergoes alcoholic fermentation in stainless steel vats for 2 weeks. The daily extraction is soft in order to keep the freshness of the fruits and to find the best balance between structure and aromas. The grapes undergo a cold temperature pre-fermentation maceration before starting a two-week-long fermentation. Gentle punchdowns help extract soft tannins, flavor and aroma compounds, resulting in a balanced wine with a long, silky finish. After malolactic fermentation, the wine is aged for 6 months.
- Importer:** Boisset America, Sausalito, CA
- SRP:** \$9.99 (1L)

# Cabernet Sauvignon

## 2004

### Tasting Notes

- Spot:** Deep purple hues.
- Sniff:** On the nose, this wine has a pleasantly powerful aroma.
- Nibble:** On the palate, a hint of red berries and a touch of roasted red peppers.

### Bon Appétit

- Be classic:** Enjoy with most red meats.
- Be adventurous:** Ideal with friends around a campfire or on the beach.
- Service:** 57-60° F (14-16° C) or cellar temperature.

### Winemaking

- Grape Variety:** 100% Cabernet Sauvignon
- Region:** Pays d'Oc (Vin de Pays – South of France)
- Terroir:** The cool climate of the Limoux region of the Languedoc allows the flavours of dark, ripe fruit and chocolate to shine in this Cabernet. The cool, foggy nights balance usually warm days, providing a long growing season and the perfect balance for Cabernet Sauvignon to express its potential for richness and complexity.
- Production:** The grapes are de-stemmed and undergo pre-fermentation maceration for four days in order to extract soft tannins and deep colors. The two-week-long fermentation is performed under temperature controls, after which malolactic fermentation is allowed for greater complexity and balance. The Cabernet is then aged for 6 months.
- Importer:** Boisset America, Sausalito, CA
- SRP:** \$9.99 (1L)



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## Merlot 2004

### Tasting Notes

- Spot:** Rich ruby color.
- Sniff:** On the nose, this wine is elegant with spicy notes of cocoa.
- Nibble:** On the palate, full, well balanced, red cherry flavors blend with soft tannins.

### Bon Appétit

- Be classic:** Great with most meats on the barbecue.
- Be adventurous:** Ideal at a picnic.
- Service:** 57-60° F (14-16° C) or cellar temperature.

### Winemaking

- Grape Variety :** 100% Merlot
- Region:** Pays d'Oc (Vin de Pays – South of France)
- Terroir:** 2004 was an excellent vintage for this grape in the western part of the Languedoc region in southern France. The climate is sunny and warm in the daytime, and cool at night.
- Production:** The grapes undergo a cold temperature pre-fermentation maceration before starting a two-week-long fermentation. Gentle punchdowns help extract soft tannins, flavor and aroma compounds, resulting in a balance of fresh, fruity aromas and a firm tannin structures. After malolactic fermentation, the wine is aged for 6 months
- Importer:** Boisset America, Sausalito, CA
- SRP:** \$9.99 (1L)