



MERLOT

With its ruby red color and round notes of plum, red cherry and a hint of chocolate, it's a varietal that thrives in Trentino's environment.

GRAPES

100% Merlot

SERVING SUGGESTIONS

A perfect companion to grilled meats and most full-flavored dishes. Serve at room temperature.

VINEYARDS: In Trentino, Merlot has found a particularly favorable environment and has become one of the region's abundantly cultivated red grapes.

WINEMAKING: Grapes for Cavit Merlot are selected primarily from the vineyards of Trentino's Valle Lagarina (Lagarina Valley). After a traditional maceration on the skins, the wine is transferred into

ALCOHOL: 12.1%



Off-Premise Event Recap



Brand/Program:	Event Date:
Account Manager Name:	Location:
Name Of Account:	Start Time: End Time:
How many consumer interactions occurred?	
Number of consumers sampled?	
Number of bottles used for sampling?	
Brand Sampled	
Varietal Sampled	
Featured Price Of Bottle	
Regular Price Of Bottle	
Total Bottles Sold	
Brand Sampled	
Varietal Sampled	
Featured Price Of Bottle	
Regular Price Of Bottle	
Total Bottles Sold	
Brand Sampled	
Varietal Sampled	
Featured Price Of Bottle	
Regular Price Of Bottle	
Total Bottles Sold	
Brand Sampled	
Varietal Sampled	
Featured Price Of Bottle	
Regular Price Of Bottle	
Total Bottles Sold	
Was there a display or case stack near your sampling station?	
What POS was used during this event?	
Spokesmodel Name:	
Customer Demographics	
Age Range (circle one)	21-30 / 31-40 / 41+
Ethnicity (circle all that apply)	African American / Hispanic / Asian / Other / General Market
Consumer Comments (wine taste/Wine quality/POS/coupons (if offered))	
What was the most common objection to consumers not purchasing?	
Spokesmodel Feedback (including POS comments/taste and bottle feedback):	