



PINOT NOIR

With a distinctive balance with bright cherry notes and hints of red berries, it is big, bold, complex, and the #1 Imported Pinot Noir in America.*

GRAPES

100% Pinot Noir

SERVING SUGGESTIONS

Grilled or roasted red meats, poultry, flavorful vegetarian entrees, risottos. Enjoy with fish such as salmon, tuna and swordfish.

VINEYARDS: Grapes for the Pinot Noir are harvested in hilly areas throughout Provincia di Pavia.

WINEMAKING: The grapes are picked at peak maturity in the second and third weeks of September. Fermentation takes place over 6-8 days under controlled temperatures of 30°C in small stainless steel vats. The wine then is placed in larger oak barrels where it rests on its lees (skins) until release.

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):	