

SELECT RED BLEND

With Syrah, Cabernet Sauvignon, Merlot and Teroldego, it's a unique Italian twist on a rich, bold blend.

GRAPES

40% Teroldego, 35% Merlot, 20% Cabernet Sauvignon, 5% Syrah

SERVING SUGGESTIONS

Pairs well with grilled meats and spicy foods. Serve at a temperature of 64°F.

VINEYARDS: The Teroldego grapes are grown in gravelly soil in the Campo Rotaliano area in a superb micro-climate that enjoys ample daytime sunlight and warmth with chilly evenings. Merlot comes from Trentino's famed Vallagarina and Valley of the Lakes. The Cabernet Sauvignon comes from the hills of Trentino while the Syrah originates from Central Italy. Lagrein grapes are grown in the alluvial soils of steep hillside (250-350 meter elevations) vineyards north of Trento. The Merlot grapes come from hilly, clay-based soils south of Trento, around the town of Rovereto where the climate is slightly warmer. All three regions are known as prime growing zones for their respective varieties.

WINEMAKING: Each variety is harvested by hand at optimal ripeness and undergoes separate fermentation in stainless steel tanks. Following a refinement period in stainless steel, the lots are blended. The resulting wine is aged in medium-sized oak barrels for 12 months, and then further refined in bottle before release.

ALCOHOL: 13.0%





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):	