

90+ Cellars In-Store Tasting Guide

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Who we are

90+ Cellars is made by Latitude Beverage, an independent wine and spirits company founded in Boston in 2007 by Kevin Mehra. 90+ Cellars launched in 2009 and is still Latitude's largest brand by a wide margin.

- In the Northeast, where the brand is most established, 90+ Cellars is a top 5 premium wine brand, alongside names like Josh Cellars and Kendall-Jackson.
- It is a retail brand: you will find it in independent wine and liquor stores, grocery stores and local chains.
- The brand is brand new to Indiana. For most shoppers, this tasting will be their first time seeing it.

The 90+ Cellars story

The whole brand comes down to one idea: great wine from acclaimed wineries, at an everyday price.

The 30-second version (say it in your own words):

Many top wineries make more wine than they can sell under their own labels. 90+ Cellars partners with wineries that have a history of 90-point-plus ratings and bottles that wine under the 90+ label instead. Because the winery's name stays off the bottle, they sell it to us for less, and you get a better wine for the price.

Core talking points:

- **Where the name comes from.** It started with finding wineries that earned 90-point and higher ratings, the scale made popular by publications like Wine Spectator.
- **Every wine has a Lot number.** Lot 2 was the second wine ever released; there have been over 230 since. The Lot number always means the same wine, so Lot 2 is always the Marlborough Sauvignon Blanc, vintage after vintage.
- **Just look for the stamp.** The round 90+ seal is on every bottle, which makes the brand easy to find again on the shelf.

- **Real wine from real wineries.** We do not own vineyards or a winery. We buy finished wines made at the source winery, not bulk wine blended together.
- **Great wine for all.** Premium, not luxury. These three are Core Series wines, the everyday-priced range where the brand aims to be the best bottle in its category.

Stories shoppers remember:

- **It started with phone calls.** In the early days, Kevin Mehra called highly rated wineries and asked if they had extra wine to sell. Many said yes, as long as their name stayed off the bottle.
- **Now it's long-term partnerships.** Many winery relationships go back more than 10 years. The same family-owned winery in Piedmont, Italy has made our Barolo since the 2006 vintage.
- **A wine for every aisle.** Over 230 wines released from around the world, from Italian Prosecco to Napa Cabernet, at roughly \$10 to \$45. Few brands can show up across an entire wine store.
- **Something new every season.** About a dozen new wines come in each year. Some become regulars. Others are one-time Collector Series finds, like a Stags Leap District Cabernet from Napa that came in once and won't be back.
- **Smart, simple, social.** Smart because you get a better wine for less. Simple because you just look for the stamp. Social because you can bring it to dinner or give it as a gift with confidence.

The three wines

These are three of the brand's best sellers. Lead each pour with the one-line pitch, then use the rest as needed.

Lot 50 Prosecco (Veneto, Italy)

Pitch: Our number one wine. Crisp, bubbly and easy to love for any occasion, from a weeknight to a celebration.

- **Tastes like:** fresh peach, honeysuckle, melon, crisp citrus
- **Made from:** Glera grapes grown near Venice, between the Alps and the sea. Fermented in stainless steel, with bubbles made by the Charmat (tank) method, the classic method for Prosecco.
- **Pair with:** charcuterie, shellfish, spicy Asian dishes, cocktails like spritzes and mimosas

- **Good to know:** Prosecco DOC, Brut (dry). 11% ABV, about 94 calories per 5 oz glass. Rated 94 points by Beverage Dynamics.

Lot 2 Sauvignon Blanc (Marlborough, New Zealand)

Pitch: The second wine we ever made and still one of our best sellers. Classic, zesty New Zealand Sauvignon Blanc.

- **Tastes like:** grapefruit, white peach, passionfruit, fresh-cut grass
- **Made from:** 100% Sauvignon Blanc from sustainably farmed vineyards in Marlborough's Awatere and Upper Wairau valleys. Long sunny days, cool sea breezes and stony soils give it that bright, racy acidity. Fermented cool in stainless steel, no oak.
- **Pair with:** oysters and seafood, grilled fish, Asian food, spring and summer salads
- **Good to know:** 13% ABV. If a shopper likes Kim Crawford or Oyster Bay, this is the one to hand them.

Lot 225 Cabernet Sauvignon (California)

Pitch: A Cabernet that punches well above its weight: ripe, smooth and full-bodied at an everyday price.

- **Tastes like:** plum, red and black berries, sweet spice, vanilla and cedar
- **Made from:** California grapes picked fully ripe in warm sun. Fermented in stainless steel, then aged 15 months in oak, which gives the vanilla and cedar notes and the smooth finish.
- **Pair with:** pizza, steak, burgers, anything off the grill
- **Good to know:** 14.5% ABV. One of our top-selling reds. A good pick for shoppers who reach for big, fruit-forward California Cabs.

Common questions

"Who actually makes this wine?" We can't say, and that's the point. Wineries work with 90+ Cellars on the condition that their name stays private. That's what lets them sell us great wine for less than their own label.

"Does every bottle score 90 points?" No, and don't claim that. The name comes from how the brand started: sourcing from wineries with a history of 90-plus ratings. Only Lot 50 Prosecco carries a specific score here (94 points, Beverage Dynamics).

"Is this a cheap or bulk wine?" No. These are finished wines made by established wineries, not bulk wine blended from different sources. The value comes from the business model, not from cutting corners.

"Where is the company from?" Boston, Massachusetts. Latitude Beverage has been making wine since 2009 and has no winery or tasting room of its own.

"What does the Lot number mean?" Each wine has its own Lot number for its region and grape. It never changes, so a shopper who likes Lot 2 can always find the same wine again (sometimes a newer vintage).

"What else do you make?" 90+ Cellars has a large range, from Pinot Noir and Chardonnay to Barolo and Sancerre. If a shopper is curious, point them to 90pluscellars.com and to what the store carries.

"How much is it?" Use the store's shelf price. All three are everyday-priced Core Series wines.

Tasting-day tips

Pour order: light to bold, so each wine shows its best.

1. Lot 50 Prosecco
2. Lot 2 Sauvignon Blanc
3. Lot 225 Cabernet Sauvignon

Keep it simple:

- Open with the brand in one sentence, then let the wine do the talking.
- Ask what they usually drink and steer them to the closest match.
- Point out the round 90+ stamp and the Lot number so they can find it again.
- End every tasting with a bottle in hand and directions to where it sits on the shelf.

Avoid:

- Naming or guessing which winery makes a wine.
- Saying every bottle is rated 90 points.
- Calling it a luxury wine. It's premium quality at an everyday price.
- Knocking other brands. Comparisons are fine; criticism isn't.