

The Winemaker's Favorite

FETZER CRIMSON

We gave Winemaker Extraordinaire Dennis Martin a clean palette to create a new wine. From there he went about crafting something remarkably Californian - wine that was smooth, sociable, well-blended and slightly non-traditional.

Fetzer Crimson Cabernet Sauvignon brings forward beautiful aromas of blackberries with a touch of cedar followed by a mouthful of bright cherries, touch of earthiness, soft tannins and a lingering finish. He could enthuse about all the foods perfectly complemented by Fetzer Crimson Cabernet Sauvignon, but Dennis thinks you should let it stand on its own first. This is a wine to be enjoyed with people.



Fetzer Crimson Cabernet Sauvignon is created using grapes from higher-tier appellations – predominantly Napa, Mendocino and Lake counties in addition to some excellent quality interior California fruit. This wine undergoes an aggressive oak regimen to enhance the roasted marshmallow and spice flavors and aromas. As a result, this wine is pleasantly dry, shows a strong tannin structure and is overall complex in nature as serious Cabernet Sauvignons should be.

- 35% of older Millennials between the ages of 25-34 drink wine at least once a month, representing the second largest age group of wine drinkers
- Millennials regard eye-catching designs as the most important factor for package design (including wine)
- US Millennials tend to prefer domestic wines to imported wines mainly within the \$10-\$15 retail price point
- \$10-\$12 price point of domestic 750 wine bottle is steadily growing in the US Market, 12% (vol) in the past 52 weeks

TECHNICAL NOTES:

TOTAL ACIDITY: 6.3 g/mL

pH: 3.47

ALCOHOL: 13.5% A.B.V.

VARIETAL BREAKDOWN: 78% Cabernet Sauvignon
5% Petite Verdot
17% Other Red Varietals

FETZER®

To learn more about our award winning wines visit candqwines.com
Fetzer Crimson is vinted and bottled by Fetzer Vineyards in Hopland,
Mendocino County, California.