

# 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 Pinot Noir's flavors of ripe black cherries, plums and hints of coffee and subtle Earth awaken your senses. He could enthuse about all the foods perfectly complemented by Fetzer Crimson Pinot Noir, but Dennis thinks you should let it stand on its own first. This is a wine to be enjoyed with people.



Fetzer Crimson Pinot Noir's grapes are from the coolest growing regions of the northern interior of California with about 75% from Lodi. This wine undergoes intricate winemaking which results in enhanced berry flavors and aromas while achieving a desirable, soft mouth feel found in the most expertly made Pinot Noirs. This beautifully integrated wine has components of ripe black cherries, toastiness and subtle spice.

- 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: 5.6 g/mL

pH: 3.56

ALCOHOL: 13.5% A.B.V.

VARIETAL BREAKDOWN: 100% Pinot Noir

FETZER®

To learn more about our award winning wines visit [candqwines.com](http://candqwines.com)  
Fetzer Crimson is vinted and bottled by Fetzer Vineyards in Hopland, Mendocino County, California.