



# Louis Mel Sauvignon Blanc

SRP \$13.99 | On Premise BTG \$11-15

## THE STORY

Our Louis Mel Sauvignon Blanc is named after a French emigrant, Louis Mel, who traveled to the western United States in the 1870's seeking a place to make wines to rival the great French Crus. He found the ideal home in the Livermore Valley. Acquiring Sauvignon Blanc and Semillon cuttings from the Marquis de Lur-Saluces, owner of the famed Château d'Yquem, he planted them in his vineyards. The Wente family acquired the Louis Mel estate in the 1930's. This wine has notes of lemon and grapefruit with a bright, lingering acidity and rounded mouthfeel.

## POSITIVE CATEGORY GROWTH

Super Premium Sauvignon Blanc \$ Sales +3.8% vs. YA, driving \$133M \$ Sales L52 week

## CONSISTENT POSITIVE DOLLAR SALES

Over the last 6 months vs. YA remain positive

## CERTIFIED SUSTAINABLE & FAMILY OWNED

The country's longest, continuously family owned and operated winery, practicing certified sustainably vineyard & winery practices.

## HIGHLY ACCLAIMED

**92** THE **tastingpanel**  
**POINTS** MAGAZINE  
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