

# RUTA 22

AN AWARD-WINNING MALBEC FROM MENDOZA WITH AN ADVENTUROUS SPIRIT



## SITUATION

- Consumers enjoy discovering wines from different growing regions and sharing their finds with family and friends
- Ruta 22 harnesses the adventurous spirit of Argentina through its contemporary packaging and bold wine style

## IDEA

Ruta 22 offers an award-winning, high quality alternative to traditional Malbecs, for those consumers who value adventure and discovery in their lives

## RUTA 22 MALBEC FEATURES & BENEFITS

FEATURE	BENEFIT
<ul style="list-style-type: none"> <li>• With our continuous commitment to quality we now oak-age the wine for a longer period of time, resulting in a richer and smoother profile.</li> </ul>	<ul style="list-style-type: none"> <li>• Ruta 22 has been praised by consumers and critics alike for its quality, and was recently awarded a 90-point rating by James Suckling (V2016).</li> </ul>
<ul style="list-style-type: none"> <li>• Ruta 22 is sourced from the high altitude vineyards in the Uco Valley, Mendoza's premier growing region.</li> </ul>	<ul style="list-style-type: none"> <li>• Ruta 22's vineyards produce grapes with higher complexity and more intense flavors due to the extreme diurnal range.</li> </ul>
<ul style="list-style-type: none"> <li>• Ruta 22's grapes are grown sustainably and the wine is aged using both French and American oak.</li> </ul>	<ul style="list-style-type: none"> <li>• Ruta 22's best-in-class winemaking techniques result in great tasting, high quality wines.</li> </ul>
<ul style="list-style-type: none"> <li>• All winemaking for Ruta 22 takes place under the direction and supervision of François Lurton, a 5th generation world renowned wine grower and winemaker who has been operating in Argentina since 1992.</li> </ul>	<ul style="list-style-type: none"> <li>• François Lurton's winemaking experience and commitment to Ruta 22 delivers consistency and quality assurance retailers, restaurateurs, and consumers can trust.</li> </ul>

## TASTING NOTES

*Appearance:* Deep, dark ruby red color

*On the nose:* Intense aromas of ripe blackberry with a hint of vanilla

*On the palate:* Concentrated yet soft and smooth with subtle oak on the finish

## ASK

Grow your business and Malbec category sales by featuring Ruta 22

**90**  
**POINTS**  
JAMES SUCKLING.COM  
2016 MALBEC

"A juicy and fruity wine with balance and freshness. #realmalbec" - James Suckling