

FAT *bastard*[™]

PINOT NOIR



WINERY	Gabriel Meffe
WINE NAME	FAT <i>bastard</i> Pinot Noir
VINTAGE	2010
VARIETAL(S)	100% Pinot Noir
APPELLATION(S)	Vin de Pays d'Oc

VINTAGE NOTES

This year, the summer was sunny but not hot, and there was very little rain. Harvest started later than last year, so that the grapes were concentrated and mature with fruity notes and soft tannins.

MATURATION/WINEMAKING

The winemakers work very closely with the growers to determine the start of the harvest. The goal is to seek aromatic ripeness and rich varietal character.

Upon arrival at the winery, the grapes were passed through the crusher-stemmer and sent into tanks for a brief cold-soak. Alcoholic fermentation took place at low and controlled temperatures to maintain the lively and sought-after Pinot fruit aromas. After the wine was racked, skins were pressed and juices blended, malolactic fermentation took place. The wine is drained and stored in stainless steel tanks for aging.

TECHNICAL DATA

TOTAL ACIDITY	3.2 g/100ml
ALCOHOL %	12.5%
pH	3.7
WINEMAKER	Véronique Torcolacci
VINEYARDS	We sourced grapes all around the Hérault. Vineyards are located in the foothills of the Massif Central near Pézénas and Béziers and Narbonne.
COLOR	Bright ruby-red color.
BOUQUET	Intense and elegant notes of crushed strawberries.
TASTING NOTES	Delicate and elegant tannins with notes of red fruit and strawberries, and cherry notes on the finish.
FOOD PAIRINGS	A delicious wine that marries extremely well with white meats such as chicken, veal, pork and fresh salads.

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FAT *bastard*[™]
PINOT NOIR
is a shining star!

The **\$10-15 category** is the
fastest growing price segment for Pinot Noir overall

FAT *bastard* Pinot Noir is among the
top 20 Imported Pinot Noirs

FAT *bastard* is the **#10 French Pinot Noir**,
and the **#4 French Pinot Noir** in the \$10-\$15 price segment

FAT *bastard* Pinot Noir is **growing faster**
than the entire Pinot Noir category

FAT *bastard* is the **#4 fastest growing** French Pinot Noir (among the top 10)

AC Nielsen US Food & Liquor 52 Weeks ending 4/30/2011.

FAT *bastard* Pinot Noir **depletions are growing**
over 6% nationally through May

FAT *bastard* Pinot Noir is now
shipping with screw caps

FOR MORE INFORMATION, PLEASE CONTACT YOUR WINEBOW REPRESENTATIVE.