



Discover the Art of Wine.

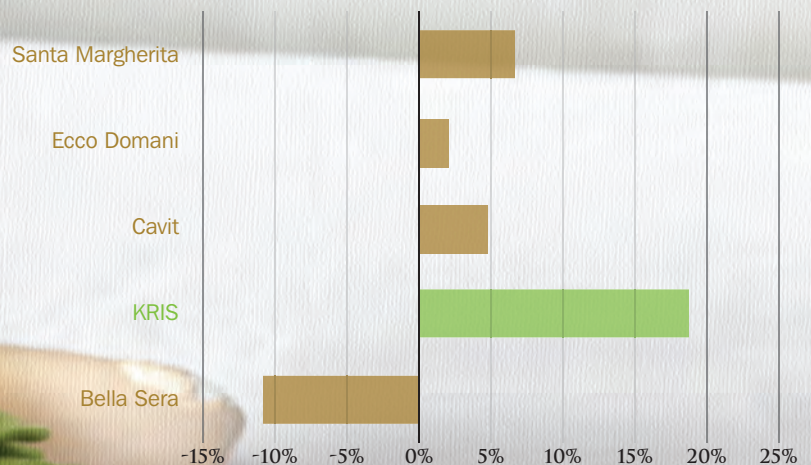
KRIS PINOT GRIGIO, born of the Tre Venezie region and handcrafted in Alto Adige, is America's favorite super-premium Italian Pinot Grigio. With its unusually expressive and food-friendly profile, it far surpasses consumer expectations for value. KRIS' flavor is as exciting as its artistic label suggests, featuring bold citrus, floral, and mineral notes, with a touch of almond unique to the region.

DISCOVER A PERENNIAL CRITIC FAVORITE

FOOD&WINE critic, Ray Isle calls KRIS Pinot Grigio "one of America's best and most accessible value wines."

DISCOVER A CATEGORY LEADER

Growth in Top 5 Italian Pinot Grigio's (ranked by \$volume)



Source: AC Nielsen 12 weeks ending June 25, 2011 (US FOOD & LIQUOR)

The timeless and inspiring KRIS labels emphasize the role of the sun in ripening the grapes to perfection, the human hand in cultivating the grapes and crafting the wine, and the lips that ultimately savor the wine. As depicted, KRIS Pinot Grigio's sensual personality delicately touches the heart. Each label was designed by contemporary Italian artist and Franz Haas family friend, **Riccardo Schweizer** (1925-2004).



FRANZ HAAS: A MASTERFUL BLEND OF ART AND SCIENCE

Award winning winemaker **FRANZ HAAS** is the seventh generation in a family of Alto Adige winemakers dating back to 1880. His unique winemaking style reflects the mélange of Mediterranean and alpine influences that typify the region. While grounded in traditional Italian winemaking artistry, Franz has applied his formal oenological education in Germany to modernize the Franz Haas Winery – implementing new technologies to produce wines of unparalleled quality and consistency. On the blending bench, Franz turns to his artistic intuition where he applies his refined senses – smell, taste, sight – to determine the ultimate character of the wine.

WINERY	Franz Haas
WINE NAME	KRIS Pinot Grigio
WINEMAKER	Franz Haas
VINTAGE	2010
VARIETAL BLEND	100% Pinot Grigio
APPELLATION	Delle Venezie IGT
VINEYARDS	Grapes are sourced from southwest facing slopes of the village of Montagna and the Mulinat estate in Friuli. Soil in Montagna is rich and deep, with a high content of silt and clay from the mountain above. Soil from the Mulinat vineyards is gravely and well drained, which helps to limit yields and intensify flavor.
VINIFICATION PROCESS	Fermentation is performed at 68-71 degrees in stainless steel tanks. Ageing for 3-6 months in stainless steel and 3-4 months in bottle helps give the wine suppleness and roundness on the palate.
TECHNICAL NOTES	
ALCOHOL	12.5%
PH	3.3
RESIDUAL SUGAR	4.0 g/L
ACIDITY	5.35 g/L
CHARACTERISTICS	Pale yellow in color with brilliant greenish reflections, KRIS offers enticing aromas of acacia flowers, citrus, tangerine, and hints of apricots and almonds.
FOOD PAIRINGS	Vegetables, seafood, poultry, risotto, and pasta

PACKAGING & PRICE:

SUGGESTED PRICE
\$13.99

UPC CODE
0 98709 43620 6

SCC CODE
10098709436203