



## Discover the Art of Wine.

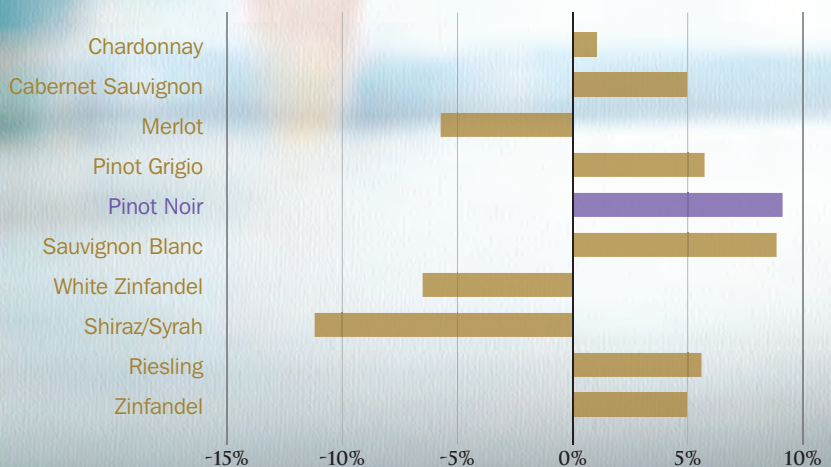


KRIS PINOT NOIR is carefully selected from hillside vineyards of Oltrepò Pavese, at the foothills of the Apennine Mountains of Pavia Province, offering a uniquely Northern Italian take on this classic varietal. The Pinot Noir vineyards of Oltrepò Pavese are famous for their slopes that face in many different directions, at altitudes ranging from 1600 to 1900 feet above sea level. This creates a wide array of microclimates, each which produce Pinot Noir grapes of highly distinctive character.

Winemaker Franz Haas works closely with long-time partner growers who share his philosophy of a Pinot Noir which showcases perfume aromas and fruit flavors, while tempering earthy tones and tannic structure. This is a great value wine that will appeal to Pinot Noir fans and Italian wine lovers alike.

### PINOT NOIR LEADS GROWTH IN WINE

*Growth in Varietal Wines (ranked by \$volume)*



Source: AC Nielsen 52 weeks ending May 28, 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 Noir'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 Noir
WINEMAKER	Franz Haas
VINTAGE	2010
VARIETAL BLEND	100% Pinot Noir
APPELLATION	Provincia di Pavia IGT
VINEYARDS	Located between 1600 and 1900 feet above sea level, the vineyards of Oltrepò Pavese feature a combination of clay and stony soils to provide an optimal balance of nutrients and drainage. Franz Haas selects those vineyards that showcase the Pinot Noir's perfume aromas and fruit flavors.
VINIFICATION PROCESS	Pumping over and frequent punching is used during the 6-10 day maceration to increase color and flavor intensity. Stainless steel fermentation allows the Pinot Noir's delicate fruit flavors to shine through, while mild oak exposure (only 10%) rounds out the varietal's firm tannins.
<b>TECHNICAL NOTES</b>	
ALCOHOL	12.5%
PH	3.39
RESIDUAL SUGAR	4.8 g/L
ACIDITY	4.98 g/L
CHARACTERISTICS	Bright ruby in color with purple hues, KRIS Pinot Noir shows enticing aromas of ripe blackberries and red forest fruits, followed by subtle earthiness and firm, well-framed tannins. Elegant and supple, this wine perfectly reflects the typical traits of the varietal, with a unique northern Italian twist.
FOOD PAIRINGS	Pasta, pizza, chicken parmesan, and sausages

### PACKAGING & PRICE:

SUGGESTED PRICE  
\$13.99

UPC CODE  
0 98709 43636 7

SCC CODE  
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