



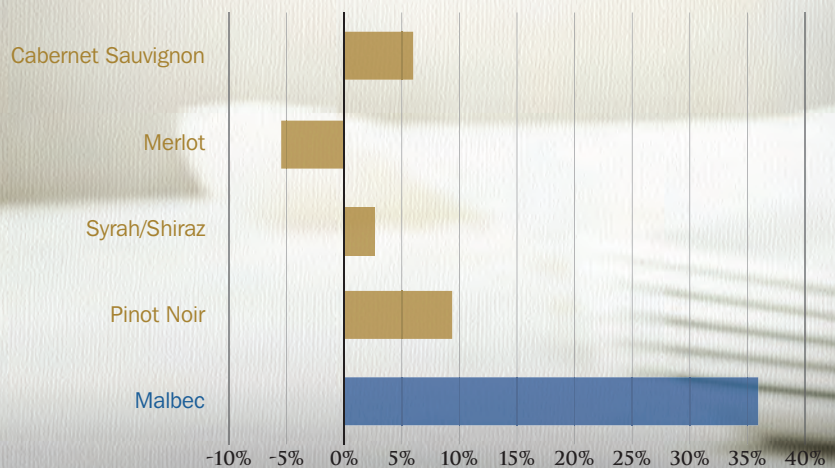
Discover the Art of Wine.

Introducing **KRIS MALBEC**, a uniquely refined and food-friendly expression of this esteemed varietal. Grown in the Tre Venezie, Italy and vinified by seventh generation winemaker Franz Haas, KRIS Malbec has a distinct character compared to its siblings in the new world.

Deep inky violet in color with a voluptuous body, the Tre Venzie's cool climate brings unexpected balance with a firm acid structure that makes this Malbec an exquisite partner to food. Brief time in oak results in a bright, fruit-forward palate with distinct blueberry aromas and subtle earthy notes.

MALBEC: A TOP INDUSTRY PERFORMER

Growth in Top 5 Red Varietal Wines (ranked in order of \$volume)



Source: AC Nielsen 52 weeks ending July 23, 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 Malbec'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 Malbec
WINEMAKER	Franz Haas
VINTAGE	2010
VARIETAL BLEND	100% Malbec
APPELLATION	Delle Venezie IGT
VINTAGE NOTES	Grapes are sourced from growing partners in the Veneto and Friuli. Soils are predominantly sand and clay.
VINIFICATION PROCESS	Pumping over and frequent punching is used during the 10-day fermentation process in stainless steel. Malolactic conversion is carried to completion. Ageing in barriques ranging from new to four-year-old French oak occurs for four to six months before bottling.
TECHNICAL NOTES	
ALCOHOL	12.5%
PH	3.7
RESIDUAL SUGAR	5 g/L
ACIDITY	5.5 g/L
CHARACTERISTICS	Dark violet in color with intense aromas of blueberries, and ripe cherries with a hint of savory earth. Ripe fruit flavors are balanced with a strong acid structure, making this an unusually food-friendly Malbec.
FOOD PAIRINGS	Lamb or beef steak, hearty pastas with red sauce, pizza, sausages.

PACKAGING & PRICE:

SUGGESTED PRICE	UPC CODE	SCC CODE
\$13.99	0 98709 43644 2	10098709436449