

GLASS MOUNTAIN[®]

2011 Merlot

Glass Mountain Quarry has a long history producing high quality Merlot at reasonable prices. Our goal is to enhance the pure beauty of Merlot by blending in just enough Petite Sirah to add depth and structure. Using oak to accent the wine further complements the bright fruit nuances in our wines. We hope to bring you a wine that you not only enjoy every night, but also serve on special occasions.

- Appellation:** California
- Varietals:** Merlot, Petite Sirah, Rubired
- Color:** Deep garnet red
- Aroma:** Cherry and plum aromas are layered with tobacco, smoke and fresh baked bread
- Taste:** Juicy plum texture is combined with root beer, allspice and peppermint notes. Smooth, creamy entry leads into a bright cherry mid-palate
- Fermentation:** 12 months in American Oak (20% New Barrels)

Features

- Quality from the best appellations is available at an affordable price.

Benefits

- Competing in a fast growing price segment with outstanding quality will generate growth in volume and dollar sales.
- Glass Mountain wines have a premium image at an affordable price.

Competitive Set

- The Smoking Loon
- The Naked Grape
- Santa Rita 120

UPC: 086891-05020-1
SCC: 1 00 86891-05020-8
Case: 12pk

