

GLASS MOUNTAIN

2015 Merlot

Glass Mountain has a long history producing high quality Merlot at reasonable prices. Our goal is to enhance the pure beauty of Merlot by using oak to accent the wine further and complement 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:	Chile
Varietal:	Merlot
Color:	Deep ruby
Aroma:	Cherry and plum aromas are layered with tobacco, tea leaves and dried sage notes.
Taste:	Dried strawberry fruit layered with plum, ripe blackberry, and cola. Followed by spicy black pepper that has a delightfully creamy finish.
Aging:	12 months in American Oak (20% New Barrels)

Features

- Produced and bottled by Markham Vineyards, Winemaker, Kimberlee Nicholls.
- New packaging with stelvin closure pops on shelf and brings this brand to life.
- Great everyday pricing, \$6.99-\$9.99 and \$5.50 BTG.

Benefits

- Markham's reputation for high quality wines supports consumers purchasing decision.
- Glass Mountain wines have a premium image at an affordable price, and stelvin closure allows for longer shelf life after opening, and faster service.
- Competing in a fast growing price segment with outstanding quality will generate growth in volume and dollar sales.

Competitive Set

- Smoking Loon
- Blackstone
- The Seeker



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