



2015 Chardonnay

The Federalist chardonnay pays homage to the work of our Federalist Founding Fathers fighting for our country's liberty. We decided the Statue of Liberty was the best symbol of their accomplishment—she stands tall, exposing drinkers to the rich flavors, ripe fruits, and bright acidity of Sonoma chardonnay. It is full-bodied with a long, lingering finish. Our Chardonnay boasts an oak backbone balanced with big fruit flavors and a nice acidity.

- Appellation:** Sonoma County
- Varietals:** 100% Chardonnay
- Color:** Golden
- Aroma:** Lemon curd, pear and cinnamon/clove spiciness
- Taste:** Good entrance with a rich mouth feel and long, lingering finish
- Fermentation:** Malolactic fermentations occur post-primary fermentation. The lees are stirred through malolactic fermentation, and the wine is aged sur lies until blending.
- Aging:** 35% new oak is primarily American and Hungarian oak, with a little bit of French. The Hungarian oak mimics French with Spicy character and the American rounds it out with a sweeter finish

Features

- Sourced from small vineyards in Sonoma (Ivancovich), Alexander Valley (Costello, MacDonald) and Dry Creek (Akerland), to add dimension to this full-bodied Chardonnay
- Situated in fast growing super premium & trade up luxury price point, with an iconic eye-catching label that drives trial
- Bold American brand that pays homage to our nation's liberty and invests in reaching the millennial male

Benefits

- Well balanced, multi-layered, big Chardonnay aligned with consumer trends that is drawing repeat purchases
- High velocity, fast turning wine that drives trade-up and profits
- Brand is easily activated on American holidays and investment is creating pull on shelf

Competitive Set

- Rombauer
- Sonoma-Cutrer



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Case: 12pk