

• THE •
FEDERALIST

THIS IS AMERICAN CRAFT WINE

2017 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 full-bodied Mendocino Chardonnay featuring aroma's of ripe apple, citrus and spiced pear. A great style of Chardonnay to enjoy on it's own, but also perfect for light fare, deep conversation and declaring your independence.

Appellation: Mendocino County

Varietals: 100% Chardonnay

Color: Golden yellow

Aroma: Pear, ripe apple, citrus, spicy oak

Taste: Nice entrance, juicy mid-palate with creamy oak and a lengthy finish framed by crisp, mouth-watering acidity.

Fermentation: Malolactic fermentations occur post-primary fermentation. The lees are stirred throughout malolactic fermentation, giving the wine it's rich mouthfeel. Aging continues on the lees until blending.

Aging: 35% new oak is primarily American and Hungarian, with a small percentage of French. Hungarian oak mimics French with Spicy character and the American rounds it out with softly sweet vanillin's.

Features

- 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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SCC: 10-08689108554-5

Case: 12pk