

# the Lucky Country

## 2011 Barossa Valley Chardonnay

The Lucky Country Chardonnay hails from the fertile soil of Barossa Valley, the largest fine wine producing region in Australia. The Barossa Valley is home to some of the oldest vines in the world planted on their own rootstock, dating back to the nineteenth century. The Lucky Country Chardonnay is un-oaked, revealing expressive fruit in both aroma and palate.

- Appellation:** Barossa Valley, South Australia
- Varietals:** 100% Chardonnay
- Color:** Pale Lemon
- Aroma:** Bright and lifted notes of melons, peach skins with a gentle suggestion of banana and oyster shell.
- Taste:** Displays intense notes of fresh cantelope, peach skins and citrus. Lemon oil like texture and a touch of mineral delicacy provide good palate coverage, driving through to a soft cleansing finish.
- Fermentation:** Picked at optimal maturity, the fruit was crushed and pressed cold with the free run and pressings kept separate. After a week's cold settling the juice was racked off to begin a long cold ferment to retain the bright fresh aromas.
- Aging:** After 3 months of aging on fine lees to help build weight and texture, this chardonnay was given a light fining and filtering.

UPC: 086891-07985-1

SCC: 10 086891-07985-8

Case: 12 pk

### Features

- Barossa Valley Chardonnay offers regional quality and character, more interesting than common Australian wines.
- Individual parcel fermentation and barrel aging
- The Lucky Country concept provides a sense of escape – a taste of the good life
- Wine is sophisticated, yet approachable

### Benefits

- High quality, good value, at a favorable price point.
- Exceptional quality for price point, provides safety of purchase
- Packaging stands out on the table or the shelf.
- Consumers will return for repeat purchase.

### Competitive Set

- Layer Cake
- Greg Norman
- Peter Lehmann

