

# BIG MAX RED BLEND 2017

In 1942, the last Brown Bear was spotted in Northern California...at least that's what we thought. Turns out that the kids who attended the Bar 49 Summer Camp on the Keith Family land (now known as Maxville) had a run in with a Brown Bear in the 60's. He was legendary, the stuff of folklore...the subject of campfire circle stories for decades. His name was Big Max.

Great with all types of Bar-B-Que, especially brisket and pulled pork shoulder. Also fantastic with Burger's and Brats off a grill.

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|----------------------|---|
| <b>Appellation:</b>  | California ( 33% Dry Creek Valley and 67% Lodi)   |
| <b>Varietals:</b>    | 50% Zinfandel, 33% Cabernet Sauvignon, 17% Syrah  |
| <b>Color:</b>        | Deep blue-purple  |
| <b>Aroma:</b>        | Black cherry and plum fruits with toasty oak and vanilla aromas accented by savory notes of spicy raspberry and wild herbs.   |
| <b>Taste:</b>        | Juicy entrance with a full midpalate, soft tannins and a lingering finish.  |
| <b>Fermentation:</b> | The individual varietals were fermented separately to preserve ideal characteristics of each and then blended post-fermentation to achieve the a bold profile that is the signature of our Big Max wines. |
| <b>Aging:</b>        | 12 months in French oak 35% of which was new. 6 months of bottle aging.   |
| <b>Alcohol:</b>      | 14.5%   |

UPC: 086891-08890-7  
SCC: 10086891-08880-5  
Pack Size: 12/750ml

## Category Trends

- California red blends >\$20 segment is growing +13.4% (vs category of 0.7%)
- 64% of consumers try a new product simply because the package catches their eye!

## Benefits

- **BIG Growth Potential:** Big Max Red blend is in a growing, multi-million dollar price segment!
- **BIG Turns:** Big Max has a non-traditional label that is eye-catching and will turn well at shelf. Stelvin closure makes it easy for consumers and waitstaff to open.
- **BIG Quality Story:** Big Max's parent brand, Maxville, received +90pts on all varietals in the first vintage.

