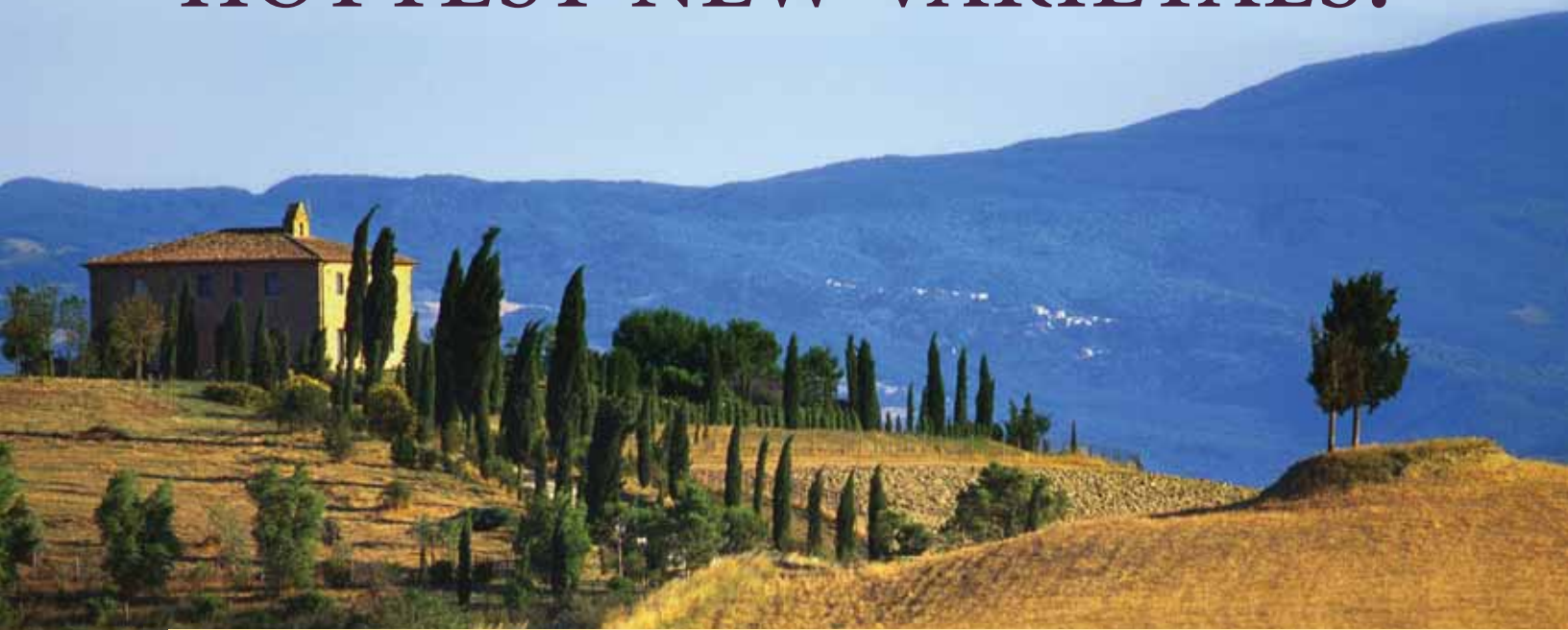


INTRODUCING ONE OF THE HOTTEST NEW VARIETALS!



INTERNATIONAL SERIES *Italian Primitivo*

GRAND *Cru*

Puglia is Italy's southeastern most region which spans the country's long stiletto "heel". This is where you would find what is considered to be one of Puglia's hottest varietals: *Primitivo*.

The name of this grape comes from the latin word *Primitivus* which translates as *precocious*. It was given this name because of it's tendency to ripen earlier than most other wine grapes. DNA testing has proved this grape to be a close relative of the popular Zinfandel varietal.

Primitivo has experienced a 65% growth as a finished table wine in 2006 and is impressing critics worldwide.

Now you too can experience making it yourself with the New Grand Cru International Series Italian Primitivo!



TASTING NOTES

Full bodied in nature, it opens up with a luscious bouquet of ripe black cherry and delicate spices underlaid with a streak of medium toasted oak. The palate is blessed with well rounded smooth tannins, berry fruit and a complex, long finish. Suitable to be paired with hearty pasta dishes and tomato based sauces or strong Italian cheeses.

OAK	BODY	SWEETNESS
2	3-4	0



Bottle the experience™

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