

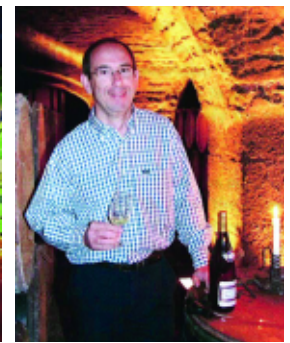


Petit Bistro

Wine Region: LANGUEDOC, FRANCE

Date Established: 2006

Winemaker: BERTRAND STRAEBLER



Welcome to the world of Petit Bistro, a cheerful, eye-catching line of premium quality varietal wines from the Languedoc region of southwest France.

Behind the Petit Bistro range, which playfully evokes the legendary allure of Gallic romance and *joie de vivre*, are six compelling wines: Pinot Noir, Chardonnay, Merlot, Cabernet, Syrah and Rosé. Produced under the auspices of Burgundy producer, Labouré Roi, Petit Bistro is the beneficiary of their extensive winemaking expertise.

Thanks to the emergence of a small but growing cadre of innovative wines such as Petit Bistro, made in an unabashedly modern, New World style, the Languedoc region is starting to develop a reputation as the “New Old World” of international winemaking.

“It is all about The Moment!” is the message communicated by the arresting, colorful packaging created for Petit Bistro, with vibrant front and back labels helping set the scene. Each back label features a whimsical vignette staged in a sexy, romantic bistro setting. Helpful food-and-wine pairing suggestions are also provided. All six wines capture and convey the easy-going charm and timeless appeal of the classic French bistro.

CABERNET SAUVIGNON:

“Best Buy” – *Wine Enthusiast*, November 2009

CHARDONNAY:

Unoaked, fruit forward with excellent acidity.

MERLOT:

“Editor’s Pick” – *Wine Spectator*, July 26, 2008

PINOT NOIR:

100% Pinot Noir. Aromas of black cherry, raspberry and blueberry. Lively fruit flavors.

ROSÉ:

Fresh, appealing aroma and flavor of ripe red berry fruit.

SYRAH:

“Best Buy” – *Wine Enthusiast*, March 2009

