

#MERLOTMe

OCTOBER 2015

INTERNATIONAL MERLOT MONTH
MERLOTME.COM



WHAT IS #MERLOTMe

A global social media event bringing together wine lovers in the month of October to celebrate the noble Merlot varietal utilizing the hashtag #MerlotMe.

WHY #MERLOTMe

It's time for the noble Merlot varietal to take the spotlight! Merlot brings new consumers into wine every year and is the third most popular varietal in on-premise wine lists for both BTB and BTG. Merlot is the primary grape in some of the world's most renowned and expensive wines.

WHO'S PARTICIPATING IN #MERLOTMe

Over 100 Merlot producers from around the world.

HOW CAN YOU PARTICIPATE IN #MERLOTMe

- **EVERYONE:** Use the hashtag #MerlotMe in social media posts
- **RESTAURANTS/WINE BARS:** Feature special #MerlotMe-paired menu items, offer a tasting flight of Merlots by-the-glass, host an event with a Merlot producer, conduct a Merlot staff training seminar*
- **RETAIL SHOPS:** Host an in-store tasting featuring Merlots, create a special #MerlotMe section or in-store display*

**Reach out to your DWC salesperson to inquire about customizable materials for your #MerlotMe feature.*

2012 DUCKHORN VINEYARDS NAPA VALLEY MERLOT *Three Palms Vineyard*

COMMENTS FROM
THE WINEMAKER

An aromatic Merlot with vibrant red fruit layers of cherry and spiced plum, as well as notes of licorice, cardamom and thyme. Hints of cedar, leather and savory spice from aging in French oak barrels contribute depth, while a streak of uplifting acidity adds dimension to this wine's smooth texture. Dusty tannins frame a sophisticated finish.

93

POINTS
Wine Enthusiast
(v12)

2012 DUCKHORN VINEYARDS NAPA VALLEY MERLOT

COMMENTS FROM
THE WINEMAKER

The 2012 growing season was ideal for our style of Merlot, yielding a wine that combines structure and depth with velvety tannins and alluring fruit. From its aromas of Santa Rosa plum, crème de cassis, violet and Herbes de Provence to its enticing flavors of olallieberry, sticky toffee and vanilla, this is a compelling expression of Napa Valley Merlot.

91

POINTS
Wine Enthusiast
(v12)

2013 DECOY SONOMA COUNTY MERLOT

COMMENTS FROM
THE WINEMAKER

Alluring aromas of black cherry and dark chocolate are complemented by savory notes and subtle hints of smoke. Graceful and velvety, this wine glides across the palate, with beautifully balanced acidity and tannins underscoring lush layers of fruit.

91

POINTS
Wine Review
Online (v13)