



Our Wines

San Giuseppe



WHITE COLLECTION SAUVIGNON BLANC

About this Selection:

The Sauvignon Blanc grape variety originated in France. A few hundred years ago, the vine was transplanted in Northeast Italy and eventually the other wine producing countries of the world. Lately, California and New Zealand have promoted their Sauvignon Blanc wines most successfully resulting in popularizing the wine with American consumers. However, Eric Azminov of the New York Times writes "you can find good Sauvignon Blanc from California and New Zealand- one area I find increasingly appealing is Northeast Italy, particularly Friuli."

Winemaker Notes:

To produce classic Sauvignon Blanc requires soil with a high mineral character as well as the proper growing conditions. Friuli in Northeast Italy has ideal soil and growing conditions. Hence Friuli is where we searched and found the wine for San Giuseppe.

With the first sip you will know that you've uncorked a winner. Then with each new sip the wine will reveal each of its components starting with the characteristic "Tomato Leaf" nose, to the rich mouth feel, to the complex flavors and a long smooth finish that invites you to take the next sip.

San Giuseppe Sauvignon Blanc compliments food while, at the same time, is rich enough to stand on its own as a cocktail.

Pricing:

Quality is never cheap and quality is San Giuseppe's first priority. However, as with all San Giuseppe wines, value is also apparent. In fact, for a Sauvignon Blanc Friuli D.O.C. of this quality, 15 to 18 dollars a bottle is a bargain!

Positioning:

With the profile of the Sauvignon Blanc consumer similar to the Pinot Grigio consumer, San Giuseppe Sauvignon Blanc should be placed to the right of San Giuseppe Pinot Grigio.

Sales Tools:

See the Shelf Talker.