

Obvious Wines

No 03 Light & Lively Pinot Noir

THE FACTS

COUNTRY: Chile

REGION: Central Valley - Chile

CEPAGE: 78% Pinot Noir, 22% Tempranillo

WINEMAKING: Pinot Noir: Whole cluster partial carbonic maceration, cool stainless-steel fermentation, and hand punch-downs. Tempranillo: De-stemmed, 4-day cold soak, cool stainless-steel fermentation, hand punch-downs. Aging: 10% in 6 months in French Oak.

AGING: 10% aged 6 months in French Oak

THE STORY

Created by reformed “wine-snob” originally from Champagne, France, founder Brice Baillie noticed a gap between an overall growing interest and love for Boutique, Vegan & Eco-friendly wines, yet high level of intimidation towards selecting and discussing them.

In 2018, he decided to create an accessible and playful brand that still checked all the necessary boxes of high-quality, eco-conscious wine. So, he got to work cold-calling wineries in California to identify those who were open to partnerships and met his criteria. Eventually, he got a bite, and Obvious Wines was born.

THE ADJECTIVES

OVERALL: Light & Lively

AROMAS / FLAVORS: Cherry, cranberry, pomegranate, and a touch of vanilla & clove

MOUTHFEEL: Fresh & Fruity

THE SELLING POINTS

SUSTAINABILITY: Certified Sustainable, Biodynamic In Practice, Green Practicing

PAIRINGS: Pizza, roasted veggies, grilled pork chop

