

90+ Cellars

Lot 113 Big Red Blend

THE FACTS

COUNTRY: USA - CA

REGION: Central Valley - California

APPELLATION: Lodi

CEPAGE: 15% Zinfandel, 15% Merlot, 15% Cabernet Sauvignon, 15% Cabernet Franc, 15% Malbec, 15% Tannat, 10% Souson

WINEMAKING: Grapes are fermented in stainless steel.

AGING: Aged in a blend of concrete and oak for 6 months.

THE STORY

Kevin Mehra launched 90+ Cellars. His concept was simple: allow great wineries to sell more wine through a new brand. By offering to not disclose the source, Kevin found that many wineries were happy to offer him their top wines at lower costs in order to sell more. And in doing so, 90+ Cellars was able to bring these world class wines to more people at better prices.

PHILOSOPHY: When we launched 90+ Cellars, we set out on a mission to make great wine more accessible to everyone. By partnering with highly rated wineries, avoiding the expenses of owning vineyards, and curating a global collection of top-notch wines, we make it easier to find, buy, and enjoy the best bottle, every time.

THE ADJECTIVES

AROMAS / FLAVORS: Big fat aromas of cassis, blackberry, and plum with traces of vanilla and cedar

MOUTHFEEL: Full bodied

