

90+ Cellars

Lot 134 Moscato d'Asti

THE FACTS

COUNTRY: Italy

REGION: Piedmont

APPELLATION: Asti

CEPAGE: 100% Muscat

WINEMAKING: Newly pressed grapes are filtered, chilled, and stored as unfermented grape must until the wine is ready for consumption. The single fermentation is stopped when the wine reaches about 6%

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

OVERALL: Playfully effervescent and tastefully sweet

AROMAS / FLAVORS: White flowers and green grapes

THE SELLING POINTS

PAIRINGS: Spicy Indian curry, sushi, or alongside your favorite funky cheese.

