

# 90+ Cellars Lot 226 Chinon

## THE FACTS

COUNTRY: France

REGION: Loire

APPELLATION: Chinon

CEPAGE: 100% Cabernet Franc

**WINEMAKING:** Hand-harvested Cabernet Franc grapes grown on gentle hillsides near the banks of the Vienne River. Bunches are gently crushed and fermented in controlled conditions, followed by Malolactic fermentation and a short maturation in tank.

ALCOHOL BY VOLUME: 12.5%

## 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:** Fruity & fresh

**AROMAS / FLAVORS:** Baked red cherries, crisp roses and a distinct pepperiness

**MOUTHFEEL:** Silky & lush

## THE SELLING POINTS

Silky, chillable red from world-renowned Chinon

