

# 90+ Cellars

## Lot 160 Bourgogne Pinot Noir

### THE FACTS

COUNTRY: France

REGION: Burgundy

APPELLATION: Nuits-Saint-Georges

CEPAGE: 100% Pinot Noir

WINEMAKING: Grapes are hand harvested and 100% destemmed prior to fermentation. Vinification is done in the Burgundian tradition of open tanks for 10-15 days with regular pigeage, or punch downs. The finished wines are lightly pressed and mature in neutral barrel for 8 months.

AGING: 8 months in neutral barrels

### 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 SELLING POINTS

**PAIRINGS:** Cherry tomato tart with basil or grilled salmon with sweet onions and red bell peppers

