

Live for the Journey, Merlot 187ml

THE FACTS

Producer: Kingsland
Winemaker: Kingsland
Varietal(s): Merlot
Country: Chile
Region: Valle Central

Vintage: NV
ABV: 13%
Residual Sugar: 2 g/l
Case Size: 48x187ml PET
Closure: Screwcap
Other Varietals Available?: Yes

BACKGROUND INFORMATION

Live is all about great tasting uncomplicated wine. We have chosen red, white and rosé varieties that are fresh, juicy and fruit forward. Perfect for the target consumer. The beauty of 'Live' is the wine is not county specific. It doesn't matter where it is from as long as it is great tasting, good value wine.

TASTING NOTE

A fruity red with delicious flavours of red berries and plum.

FOOD MATCH

Our target consumer isn't interested in food pairings, they want to instantly understand taste delivery. That's why we have a short snappy taste indicator of the wine and a fun, personal message about 'Live' which connects with our consumer.

WINE STYLE

Red Wine

OAK TREATMENT

Oaked

WINE SUITABILITY

Vegetarian: Yes
Vegan: Yes
Allergens: Sulphites

