

Share a liberating experience with Château Bonnet Rosé!

Combining freshness and aromatic richness, Bordeaux Rosés is meant to be enjoyed at any time!

- 50% Cabernet-Sauvignon; 50% Merlot
- Lively, refreshing, round
- Food pairing: pizza, barbeque, salads & soups



PRICING:

KEY BENEFITS:

- **Château Bonnet is the #1 André Lurton's Brand in the United States.**
Consumers rely on brand names and can trust André Lurton's reputation.
- **Château Bonnet offers a true Bordeaux experience while remaining approachable.**
Unlike classic Bordeaux, consumers are not intimidated by Château Bonnet's friendly packaging and can simply enjoy accessing the luxurious world of Bordeaux.
- **Consumers now enjoy and buy Rosé wines year round, not only in the summer.**
Selecting and offering French Rosés in your store or on your wine list can be profitable throughout the year.
- **Château Bonnet Rosé is very food-friendly. Its fruitiness and freshness will perfectly enhance the Thanksgiving Turkey.**
Rosé wines are easy-going... They can be paired with almost everything and are easy for your staff to recommend!
- **2011 is a very good follow up to 2010 & 2009!**
The wines' quality is outstanding and their color is bright and beautiful. This enhances the consumers' experiences and encourages repeat purchases.

NEXT STEPS:

To inquire about order and POS, do not hesitate to contact your local W.J. Deutsch Sales Representative. Please refer to the trade materials section at WJDEUTSCH.COM for additional Review Sheets, Technical Sheets and Shelf talkers.