

HOW TO MAKE BREAD WITH LANG & REED

Lang & Reed produces two red wines focused exclusively upon Cabernet Franc. Here are a few pointers that might help lead to success when you take Lang & Reed to the street.

NORTH COAST = EARLY RELEASE

The *North Coast* is our early-to-market red and has been 100% Cabernet Franc since the first vintage produced in 1993. Youthful in its attitude, it is bright and a little sexy – designed to be an **ultimately gulp-able** wine.

'TWO-FOURTEEN' – NAPA VALLEY = RESERVE STYLE

The *Two-Fourteen* is the **next level up**, richer, more dense and slightly more ethereal or subtle. It begs to be consumed with a 'full monty' meal. This 100% Cabernet Franc, 100% Clone 214, emanates from the Sugarloaf Mountain Vineyard located in the **very cool** southeastern corner of the Napa Valley. '214' clone originated in the Loire Valley.

BISTRO/CAFÉ vs STEAKHOUSE/FINE DINING

Lang & Reed's two different Cabernet Francs, the *North Coast* and the *Two-Fourteen* both have **slightly different attitudes**. We have found the *North Coast* is more appropriate in bistro, or casual dining establishments, whereas the *Two-Fourteen* seems more suited to white table cloth and/or steakhouse dining.

BEGIN WITH THE END IN MIND

Decide for yourself which wine would best fit a specific account and present that wine as a wine YOU have selected for them. This will keep the **buyer's focus** on where Lang & Reed can fit **and** not put the two wines into competition with themselves.

TAKING THE KIDS OUT TOGETHER

If you do present both of the wines to an account, we highly suggest that you pour the *Two-Fourteen* **first**, the *North Coast* second. This may seem out of order but the wines seem to present themselves in a truer picture this way.

FIND THE SAUVIGNON BLANC SOULMATES

If your buyer is a Sauvignon blanc fan, you will have a better chance as the two grapes share some **aromatic similarities** and flavor weight. They share a genetic relationship and had a one-night stand, a couple centuries ago, resulting in Cabernet sauvignon.

MW & MS BUYERS THINK OUTSIDE THE BOX

Many buyers involved in wine study with the MS, MW or the WSET programs are very curious about **alternative** grape varieties and have an appreciation and understanding [or desire to understand] Cabernet Franc.

THE LOIRE ALIGNMENT

We have found that you will have a leg up with buyers who are familiar with red wine styles from the Loire Valley. Though we are not trying to replicate these styles of wine, we are **inspired** by them.

We invite you to help us with your success stories and strategies in the hope of sharing how best to present Lang & Reed Cabernet Franc, so let us know!

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