



**WHERE**  
FRANCE

**WHAT**  
RED

**WHEN**  
LONG TERM RELATIONSHIP/  
GROUP SEX

## HÉRISSON

The hedgie goes to finishing school; hugs a tree.

**WINEMAKER** Mikaël Marillier

**REGION** Bourgogne Passetoutgrain  
AOP (village of Igé in Central  
Mâconnais)

**GRAPE VARIETY** 2/3<sup>rd</sup> Gamay and  
1/3<sup>rd</sup> Pinot Noir

**SOIL** Limestone & clay

**AGE OF VINES** Average 20 years old

**PRODUCTION** 600 Cases (BiB)



### CONCEPTUAL DOPPELGÄNGER

He did nothing new. He did everything new. It still has 4 wheels and a steering wheel (though maybe not for much longer). He just sees everything from a new perspective and decided the only way to get people's attention and make them believers, was to make the product better looking and better performing than everything else out there. In doing so, he all but eliminated the competition. Seems like a no-brainer. Just takes a huge brain to pull it off. We're not that smart, but we think we're smart enough—just like you.

**VITI VINI** 100% estate fruit from Domaine Rochebin's vineyards around Mâcon. Planted on the top slopes of East to Southwest facing hill sides and all sustainably farmed. The pristine grapes are picked, fully destemmed and then allowed to macerate for one week. Fermentation takes place in a temperature controlled stainless steel tank over a period of 7 days with one punch down per day. The juice is then racked into a cement tank and allowed to rest for 5 months. The fining process is done using kies, so it is 100% vegan. Just before filling, the wine undergoes filtration and sulfur additions appropriate for ensuring freshness in this format. The aim with all of these steps, is to preserve the fresh, vibrant fruit character in the finished wine.

**PRODUCER** Mickaël Marillier is a fountain of dynamic energy. His associates call him "Mr. Yes"

because in his mind anything is possible and he is always willing to try it. Mickaël is the 3rd generation of the Marillier family to lead Domaine Rochebin which was established in 1925. Located in the heart of the Mâconnais, in Aze, it operates more than 50 hectares of vines all sustainably farmed. This "can do" spirit makes them the ideal partner for Hérisson, which was our first foray into Bib or "beeb" as it is endearingly referred to in French. Who said wine in a box has to be cheap and bad? The practical merits of the format are indisputable. You are not paying for any of the packaging extras. You're just paying for the juice. You get twice the wine for the money, more than half the weight of its four-bottle equivalent. All the savings are passed onto the consumer-- not to mention the diminished carbon footprint, increased storage, 10 times the shelf life once opened,

the perfect solution to "it's only me so I am not going to bother opening a bottle" or the "it's party-time but I can't afford to buy good wine"; or, you're a restaurant but you don't have a heavy wine focus so you don't turn bottles, you are wine focused and want to pour better wine for less money, you want to make higher profit margins on your pours, you have a big glass list and bottles don't turn fast enough. . . We could go on and on. Remember how fast food was perceived before Shake Shack??? Hérisson, elevates the quality of your everyday consumption while keeping your piggy bank fat. A no brainer. Oh, and why the hedgehog? Because we couldn't resist its utter adorableness, because we love hedgehogs and because they are at risk of being endangered, they are a great symbol for the fact that we place high value on the long-term sustainability of our planet.

