



**WHERE**  
FRANCE

**WHAT**  
RED

**WHEN**  
LONG TERM RELATIONSHIP/  
GROUP SEX

## HÉRISSON BY MOUTARD-DILIGENT

The hedgie goes to finishing school; hugs a tree.

MOUTARD-DILIGENT

**WINEMAKER** Francois Moutard

**REGION** Coteaux Bourguignons  
(Epineuil and southern Burgundy,  
at the edge of Beaujolais)

**GRAPE VARIETY** Pinot Noir/Gamay

**SOIL** Clay, limestone with  
Kimmeridgian topsoil (Epineuil),  
Granite base (Southern Burgundy)

**AGE OF VINES** Oldest plantings in  
1954 to 2000

**PRODUCTION** 1800 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** A good farmer, Francois' practices in the vineyard are sustainable. Intervention in the cellar is minimal. The fruit is crushed, vatted and a cold, pre-fermentation maceration lasts about a week to extract color and structure. The primary and malolactic fermentations occur naturally with indigenous yeast. Blended then maturation in tank for a minimum of 7 months prior to bentonite fining (vegan), filtration and sulfur additions appropriate for ensuring freshness in this format. The winemaking aim is to preserve the fresh, vibrant fruit character in the finished wine.

**PRODUCER** Francois Moutard has the ability to gracefully balance a respect for tradition and an appreciation for innovation. Centuries of experience producing wine in Burgundy, with his own

beautifully tended vineyards, access to great fruit and a hands off approach to winemaking that stems from the notion that the best wines are produced in the vineyard made Moutard-Diligent the ideal partner for Communal's latest venture and 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??? Herisson, Burgundy in a Box, 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.

