



**WHERE**  
FRANCE

**WHAT**  
ROSÉ

**WHEN**  
PARTY STARTER/WEEKLY  
THERAPY

## HÉRISSON ROSÉ

Forget Rosetta Stone—slurp down to the bottom of this box and your French will be lip-smacked and whip smart.

**WINEMAKER** Mikaël Marillier

**REGION** Herault, Languedoc

**GRAPE VARIETY** Grenache

**SOIL** Clay & Schist

**AGE OF VINES** 25 years old on average

**PRODUCTION** 1,000 Cases



### CONCEPTUAL DOPPELGÄNGER

Oh the misunderstood Marie Antoinette! From the famous apocryphal attribution to her lust for life, Marie was a butterfly and an enigma. What isn't in question is that she was absolutely the life of the party and perhaps the biggest party girl in the world - abetted by her station in life and at times despite her station in life. Seems like she had her priorities straight by my account, and was also

the style icon of her day. A forward thinking party girl must live in the moment, for her vanishing is a foregone conclusion. For us, there is always the next spring's harvest!

**VITI VINI** Fruit from sustainably farmed vineyards around the village of La Sylve in the Herault department of the Languedoc. After a short maceration on the skins, the grapes are pressed very gently using a pneumatic press and then fermented in temperature controlled stainless steel tanks. Fining is done without the use of animal products (vegan friendly.) After resting in tank, the wine is finished using a tangential filter which retains the subtle aromas and flavors. The aim was to produce a fresh, balanced, and expressive rosé and we think the results will speak for themselves.

**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 Rosé, 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.

**communal brands**



CLASSIC WINE FOR MODERN PEOPLE