



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.

MOUTARD-DILIGENT

WINEMAKER François & Benoit Moutard

REGION Costières de Nîmes

GRAPE VARIETY 100% Carignan

SOIL Limestone

AGE OF VINES 25 years old

PRODUCTION 2,100 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 Two days of cold maceration (around 15 degrees Celsius) to preserve the aromatics, followed by a gentle press. Blending of juice from maceration (Jus de Goutte) & juice from the press (Jus de Presse). Fermented in stainless steel tank. The wine then remained on the fine lees until Mid-January. Fining is done without the use of animal products (vegan friendly). After another period of resting for two weeks the wine was lightly filtered and packaged. The aim was to produce a fresh, balanced, and expressive rosé and we think the results will speak for themselves.

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 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 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.

