



**WHERE**  
FRANCE

**WHAT**  
ROSÉ

**WHEN**  
DAILY

## JACQUES FLORENT ROSÉ

I once drove Johnny Depp to Florent in the back of my '68 Cadillac Convertible at 5am—it had been quite a night.

**WINEMAKER** Caroline Morin

**REGION** Mèze

**GRAPE VARIETY** Grenache, Carignan, and Syrah

**SOIL** Calcareous clay & sandy loam

**AGE OF VINES** Planted in the 1980's

**PRODUCTION** 2,000 3L Canisters



### CONCEPTUAL DOPPELGÄNGER

On that same night, Johnny referred to Leo as Leo DiCrapio. While Gilbert Grape did not impress Mr. Depp, it did impress the world and led to global stardom. Leo's stardom has included an endless string of models traipsed about his person, languidly enjoying his aura. He regularly pulls this long-lens charade in various and sundry sun-drenched bastions of wealth, style and beauty. Let's face it—he might be the world's greatest bon

vivant even if Johnny thinks he's an asshole. I've only kicked it with Johnny, who seems to shun sunlight these days, so the title has to go to Leo. Congrats and enjoy your STDs, Mr. DeCrapio!

### VITI/VINI

From sustainably farmed vineyards near the Bassin of Thau, the vines face the morning sun. Dry and cold wind blows away the clouds and dries out the soils. This lack of water is partially balanced by the sea sprays coming from the Bassin of Thau, the region's oyster capital. This terroir gives birth to elegant and aromatic white wines. Night harvested in order to preserve aromas and freshness. Immediate pressing and cold settling at a very low temperature. Grapes are then vinified separately. Once fermentation is achieved, the wine is aged on the fine lees with occasional batonnage in order to bring richness and roundness.

Filtration and sulfur additions appropriate for ensuring freshness in this format. The goal is to preserve the natural character of the wine. It was then filled under low pressure on a line designed to protect quality.

### PRODUCER

This estate has a rich history dating back to the 1300's. The Morin family, who have been a winemaking family since the early 1800's, acquired it in 1966. Caroline Morin has taken over as winemaker for the family. This combination of history and youth makes them the perfect partners for our innovative French canister series. This packaging

represents a balance between form and function. It is an Eco-friendly container that is also elegant, eye-catching, and memorable. It has all of the convenience of the traditional 3L bag-in-box, with none of the stigma. We think we have truly achieved our goal of elevating the old format. Sophistication en masse! You can ask us who Jacques Florent is... but we won't tell you, he is a man of much mystery. You might spot him at the beach or lounging on a yacht, always with one of these canisters nearby. The artwork was done by Zach Fleming, a local Brooklyn watercolor painter, a chef, and an avid wine lover.

**communal brands**



CLASSIC WINE FOR MODERN PEOPLE