



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 Benoit & Francois Moutard

REGION Costière de Nîmes

GRAPE VARIETY Mostly Carignan with some Grenache

SOIL Quartzite pebble with aluvial deposits

AGE OF VINES Planted in the 1980's

PRODUCTION 2500 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

A good farmer, Francois' practices in the vineyard are sustainable. Intervention in the cellar is minimal. The Carignan was picked specifically for rosé, allowed a short skin maceration and then fermented in stainless steel. The addition of the Grenache made in the saignée method adds character and depth to this wine. After fermentation was completed the wine was finished with bentonite fining (vegan), 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

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 perfect partners for our innovative new French canister series. This new 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.

