



**WHERE**  
FRANCE

**WHAT**  
WHITE

**WHEN**  
DAILY

## JACQUES FLORENT SAUVIGNON BLANC

The official drink of beach volleyball in St. Tropez.

**WINEMAKER** Benoit & Francois Moutard

**REGION** Côte de Gascogne

**GRAPE VARIETY** 100% Sauvignon Blanc

**SOIL** Sandy Loam

**AGE OF VINES** Planted in the 1990's

**PRODUCTION** 2500 3L canisters



### CONCEPTUAL DOPPELGÄNGER

Again, I shall dig no deeper than the delightful packaging, which could easily hold a fluffy beach towel, or a bikini, a paper back and some suntan oil, or whatever the hell else you want to bring to the beach. Finish the tube first, of course, or bring it fresh from the cooler or fridge to the sandy telegenic gladiatorial sport of beach volleyball and quaff to your heart's delight while cheering on or actually jumping and spiking whilst wearing the skimpiest of garments (it's my understanding that the men wear bikinis as well). It is exactly this environment that needs, hell begs for a glass of chilly,

quaffable French Sauvignon Blanc - if only to loosen up before you flail about semi-naked. I. Am. All. In. SERVICE UP!!!!

### VITI/VINI

A good farmer, Francois' practices in the vineyard are sustainable. Intervention in the cellar is minimal. Fermented under temperature control in stainless steel tanks using only indigenous yeasts. Aged on the lees in tank for 8 months prior to bentonite fining (vegan), filtration and sulfur additions appropriate for ensuring freshness in this format. The winemaking aim is to preserve the maximum natural character of Sauvignon Blanc, 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.

