



WHERE
FRANCE

WHAT
RED

WHEN
DAILY

LE TEMPS INFINI MALBEC

Now that you've graduated college, it's time to change the meaning of 'pulling tubes'.

REGION Vin de France—majority of grapes come from the Lot region in Southwest France near Cahors

GRAPE VARIETY Malbec

SOIL Clay & Limestone

AGE OF VINES 15-30 years

PRODUCTION 2,200 3-liter canisters



CONCEPTUAL DOPPELGÄNGER

I totally get it. It seemed like nothing—a little gummy bear from which I'd carved off just one of his feet. Down it went—tasted quite nice. Off I went innocuously unaware of what was brewing. Within 45 minutes, I fully had no idea how time was passing—in fact, every minute felt like a

taffied delirium wrought by Dalí in my mind. Colors got sharper, sounds got crisper, motor function deteriorated, ideas were POPPING, and I was telling these ideas to real humans. I can't say that they fully grasped what I was saying, but I'm pretty sure they were laughing with me. Pretty sure, though probably more hopeful. The initial time-space drift melted into a warm buzzy mellifluous journey into food and a warm fire. It was pretty great actually. Change your time space dealio—just stay at home and make sure you share your supply. (simple with 3 honkin' litres).

VITI/VINI

Organic practices in the vineyards which are located around Cahors, France's natural home for Malbec. The fruit is fully destemmed and crushed, followed by a slow fermentation at 20°C. The wine macerates on the skins with "pigeage" (punch-downs) for 15 days. It is then racked off the skins, followed by 8 months of aging in concrete tanks. Light filtration before filling. The goal of the winemaking is to avoid an overly intense extraction and to showcase the beautiful floral and fruit notes that Malbec achieves here in the southwest.

PRODUCER

When we set out to produce Le Temps Infini, the goal was to give people an honest and original expression of Malbec. Therefore we looked to the area around Cahors, where people have been working with this grape variety for hundreds of years. Our partner in this project is one of the foremost experts in the region. This family estate is comprised of 27 hectares of organically farmed vineyards, of which 90% are planted with Malbec. The next generation of the family took over the estate in the 1990's and banned the use of all

herbicides and chemicals. Their driving quest is one of balance, ecological balance in the vineyards as well as balance in the wines they make. This passion made them 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...

communal brands



CLASSIC WINE FOR MODERN PEOPLE