



THE HESS COLLECTION
MOUNT VEEDER / NAPA VALLEY

2015

LION TAMER

NAPA VALLEY RED BLEND

The Hess Collection has long been known for its big, bold, mountain Cabernets and a little Malbec finds its way into many of our blends. The name Lion Tamer has become a nickname for Malbec because we use it as our tannin tamer. Much like a Lion Tamer who uses a deft hand to soothe powerful, instinctive animals, Winemaker Dave Guffy uses Malbec to soothe powerful tannins. This red blend brings all the roar of Napa Valley fruit, and when blended with Malbec, produces a big, lush wine that finishes with smooth and tamed round tannins.



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POINTS

Robert
Parker's
Wine
Advocate
v.2015

Appellation: Napa Valley

Varietal Blend: 50% Malbec
23% Zinfandel
11% Petite Sirah
6% Cabernet Sauvignon
4% Petit Verdot
4% Merlot
2% Mourvèdre

Good news for Red blends \$25+ in restaurants:

- With all other sales trending lower in volume, the only restaurant category with **positive growth is the group of red varietals and blends above \$25**. This segment is up about 1 percent.*
- On a dollar-weighted basis, the only growth category is again this segment with a 12-month growth rate of 1.8 percent.*

(Source: Silicon Valley Bank Report 2017)

SELLING TOOLS

- Restaurant presentation POS:
customizable table tents, menu/check inserts, corkscrews, bottle coasters *(additional premiums available based on state legalities)*
- Coravin™ Incentive Program *(contact your Hess Representative for details)*
- Staff Training Tools:
tasting video with Winemaker Dave Guffy, pocket cards, product shot, beauty shot, label, winemaker notes