

Primarius

2017 PINOT NOIR

Bright red fruits, citrus blossom and honeycomb aromatics are underscored by hints of candied violets and jasmine. The palate is lively, with flavors of rhubarb, wild strawberry and pie cherries rounding out to a long finish accented with notes of cocoa powder and silky tannins.

SRP \$15.99 | UPC: 857846100964 | SCC: 10857846100961

Oregon is a truly special place with a commitment to producing high-quality wines; the third largest wine grape producing state, driving EXPLOSIVE growth among the US wine market with a **higher percentage of 90+ point wines with a lower average price than California or France.**

In addition, Oregon wine is **growing at +14% in Dollar Volume, faster than California and Washington!**

Region	% of 90+ pt Wines	Avg. SRP of 90+ pt Wines
Oregon	41%	\$48
California	28%	\$81
France	42%	\$94
Australia	40%	\$69

AT \$32 BELOW THE AVERAGE SRP OF 90+ OREGON PINOT, PRIMARIUS PINOT NOIR IS THE ULTIMATE VALUE!

