

# 90+ Cellars

## Lot 113 Big Red Blend

### THE FACTS

COUNTRY: USA - CA

REGION: Central Valley - California

APPELLATION: Lodi

CEPAGE: 15% Tannat, 15% Malbec, 15% Cabernet Franc, 15% Cabernet Sauvignon, 15% Merlot, 15% Zinfandel, 10% Souson

WINEMAKING: Grapes are fermented in stainless steel.

ALCOHOL BY VOLUME: 14.5%

AGING: Aged in a blend of concrete and oak for 6 months.

### THE STORY

Kevin Mehra launched 90+ Cellars. His concept was simple: allow great wineries to sell more wine through a new brand. By offering to not disclose the source, Kevin found that many wineries were happy to offer him their top wines at lower costs in order to sell more. And in doing so, 90+ Cellars was able to bring these world class wines to more people at better prices.

**PHILOSOPHY:** When we launched 90+ Cellars, we set out on a mission to make great wine more accessible to everyone. By partnering with highly rated wineries, avoiding the expenses of owning vineyards, and curating a global collection of top-notch wines, we make it easier to find, buy, and enjoy the best bottle, every time.

### THE ADJECTIVES

**AROMAS / FLAVORS:** Big fat aromas of cassis, blackberry, and plum with traces of vanilla and cedar

**MOUTHFEEL:** Full bodied

