



SERIOUSLY GOOD. NO, SERIOUSLY.



- ★ Gun Bun Mountain Cuvée is a classic red blend from sixth-generation family winery Gundlach Bundschu
- ★ Sourced from our estate vineyard & top Sonoma vineyards to be plush and easy-drinking with balance, structure and affordability
- ★ Cabernet Sauvignon, Cabernet Franc and Merlot-based blend
- ★ A lush, smooth, fruit-forward red blend with minimal tannin but tons of character
- ★ Approachable yet structured, in a hot, hot category. In a 2012 Wine Opinions survey, those who consider themselves high-frequency wine drinkers chose red blends over zinfandel, merlot, syrah, sauvignon blanc and chardonnay—behind only cabernet and pinot noir

SERIOUSLY**GOOD**. RIDICULOUSLY**AFFORDABLE** 0.0% RESIDUAL SUGAR **SRP \$20** APPELLATION: **SONOMA COUNTY**

HUGE OPPORTUNITIES

Ronn Wiegand, Napa-based publisher and editor of Restaurant Wine, noted that he has “seen many more red blends in wine programs, especially by the glass, than ever before and especially those that wholesale for under \$160 a case.” He estimated that “**on-premise sales for this category overall are growing at 10 percent-plus per year**—but in the moderate-priced category, **they are growing at a major clip, around 20 percent per year.**”

—Winebusiness.com

- ★ **GREAT BY THE GLASS OPTION!** Ready to drink now. This is the perfect by-the-glass wine for restaurants and bars. It’s that solid glass of red for people who are looking for a soft, round and balanced wine that offers intensity but is easy to drink. It is also ideal because the flavor profile matches with a variety of dishes and cuisines (Italian, French, steakhouse, BBQ, Mediterranean, Mexican, etc. . .).
- ★ **BOLD, EYE CATCHING, SLEEK PACKAGE** with embossed seal, yet still classic to reflect the wine’s style and appeal to category buyers.
- ★ **WINEMAKER:** Crafted from vineyard-to-bottle by master blender and top cabernet winemaker Keith Emerson (Vineyard 29, Robert Craig).

ADDITIONAL RESOURCES PDF SALES TOOLS AT GUNBUN.COM/TRADE

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