

# JOLIE-LAIDE GLOU D'ETAT RED, CALIFORNIA



38% Valdiguie, 33% Mourvedre, 17% Grenache, 12% Cab Franc, Syrah, Carignan & Petite Verdot. A light summer crusher made in a fun & irreverent style inspired by many of their favorite European wines. Soulful yet unpretentious, easy to drink & most importantly affordable. Tart cranberry, summer cherry, dried flowers, garrigue & earth tones, brimming with acidity & lithe tannins. delicious to drink young & slightly chilled. Glou Glou!

The grapes come from a unique spread of vineyards and varieties dotted around California. Carbonic maceration. Whole clusters are sealed into tanks in a CO2 environment forcing the enzymatic process of intercellular fermentation. Then eventually the fruit is foot crushed and finished whole cluster for a short amount of time producing.

Jolie-Laide, founded in 2010 by Scott and Jenny Schultz is a small art house winery based out of Sonoma County, California. The name translates loosely to Pretty-Ugly, a French term of endearment to describe something that is unconventionally beautiful. The duo are co-owners, co-operators and co-winemakers who amassed years of critical working experience at many reputable wineries both in California and internationally. Considered *avant-garde* for challenging the status quo and respected as the vanguard of the "New California"- a movement to bring a more European sensibility of natural winemaking and championing unique yet classic varieties that are relatively unknown here in the United States. Their winemaking ethos is simple: low intervention, naturally minded and less is more. It is their unique ability to seek out spectacular vineyards- triangulating cooler sites, compelling soils and working with pioneering growers, leading to consistently delicious wines. As Scott says, *"The do-nothing approach isn't new by any means; it's just funny how far many have gotten away from it."*

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## Tasting Note:

JOLIE-LAIDE  
GLOU D'ETAT RED,  
CALIFORNIA

Valdiguie, Mourvedre, Grenache, Cab Franc, Syrah, Carignan & Petite Verdot. Light, fun & irreverent; soulful, unpretentious & easy drinking; tart cranberry, cherry, dried flowers, garrigue & earth tones, brimming with acidity & lithe tannins. Glou Glou!

## Shelf Talker:



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