



TUNNEL OF ELMS

TUNNEL OF ELMS® PREMIUM WINES FROM CALIFORNIA

Named for the beautiful row of trees planted by the Beringer Brothers to mark the entrance to their iconic winery and estate, the Tunnel of Elms has welcomed visitors to the Napa Valley for nearly a century. Now, Tunnel of Elms invites you to share in California's winemaking tradition and heritage with this new collection of restaurant-inspired wines.

CUSTOMER FEATURES AND BENEFITS:

- Exceptional restaurant inspired wines from a trusted winery ensures a consistent level of quality and appeal
- Specially crafted to pair well with food or on their own, these wines will drive a high incidence of re-orders and therefore, higher check averages
- The true story behind the 'Tunnel of Elms' name allows the staff to engage with their guests on a deeper level
- The distinctive and elegant packaging delivers a sense of believability and quality necessary to command a higher price point

CONSUMER FEATURES AND BENEFITS:

- Exceptional and approachable wine quality available in the top selling, most consumer recognized varietals
- The true historic origin of the 'Tunnel of Elms' name cuts through the clutter, driving a deeper connection with the wine
- The distinctive and elegant package reassures consumers of the quality of the wine

PREMIUM CALIFORNIA WINES

CHARDONNAY | MERLOT

CABERNET SAUVIGNON | WHITE ZINFANDEL

Culinary Collection offered in 750 ml format only.

Tunnel of Elms is the perfect suggestion for your house pour, banquet wine, and hotel guest amenity programs.

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TUNNEL OF ELMS

CULINARY COLLECTION



VARIETAL	CHARDONNAY	MERLOT	CABERNET SAUVIGNON	WHITE ZINFANDEL												
VARIETAL COMPOSITION	This Chardonnay boasts aromas and flavors of bright citrus and tropical notes.	Merlot blended with some Cabernet Sauvignon to give the wine a sturdy backbone, along with some Petite Syrah for added complexity.	Cabernet Sauvignon blended with Cabernet Franc for fruit forwardness, Syrah to layer the wine with herbal and spice nuances and Petite Syrah to add the complexity of earthiness and spice.	Light and approachable, this wine is just slightly sweet to pair well with food.												
APPELLATION	California	California	California	California												
ALCOHOL	13.0%	13.5%	13.7%	11.7%												
VINICULTURE	Select vineyards with Pacific influences balance warm days with cool nights; grapes develop optimal sugar to acid ratios.	Inland valleys where warm days and cool nights produce grapes with full fruit flavors balanced with bright acidity.	Select vineyards with strong Pacific influences balance warm days with cool nights; grapes develop optimal sugar to acid ratios.	The vineyards for this wine are in the warm inland valleys where full-balanced grapes are developed.												
WINEMAKING	Roughly 50% of the juice was fermented in seasoned French and American oak barrels to enhance texture and richness, while the balance was fermented in stainless steel tanks to preserve the wine's bright fruit character. Partial malolactic fermentation contributed a creamy texture and additional complexity.	A warm primary fermentation fully extracted color and flavor from the grapes, while malolactic fermentation softened the wine and enhanced its ripe berry and black cherry flavors. 40% aged in seasoned oak barrels for seven months while 60% remained in stainless steel tanks to preserve freshness and acidity.	After a short, warm fermentation to fully extract color, flavor and tannin from the grapes, the wine underwent a full malolactic fermentation to soften and enrich its ripe black fruit and herbal spice flavors. Aging in seasoned oak barrels for seven months added further complexity.	The grapes were quickly pressed off the skins to obtain the light color. Cool fermentation took place to retain the fresh fruit flavor.												
PROGRESSIVE WINE LIST PLACEMENT	Dry, medium intensity white wine	Dry, medium intensity red wine	Dry, full intensity red wine	Off-dry, slightly sweet blush wine												
WINE LIST DESCRIPTION	Highlights of bright citrus and tropical fruit flavors are held together with a rich creamy core.	Very approachable with a soft, supple mouthfeel and laden with lots of delicious raspberry and black cherry flavors.	Ripe black fruit and sweet plum flavors with a hint of basil and black pepper.	Crisp and fresh with soft floral aromas and delightful flavors of strawberry and melon.												
PROFITABILITY CALCULATOR	<table border="1"> <thead> <tr> <th>BRAND</th> <th>BOTTLE COST</th> <th>WBTG PRICE</th> <th>PROFITABILITY</th> </tr> </thead> <tbody> <tr> <td>Tunnel of Elms</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Competitor #1</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	BRAND	BOTTLE COST	WBTG PRICE	PROFITABILITY	Tunnel of Elms				Competitor #1						
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