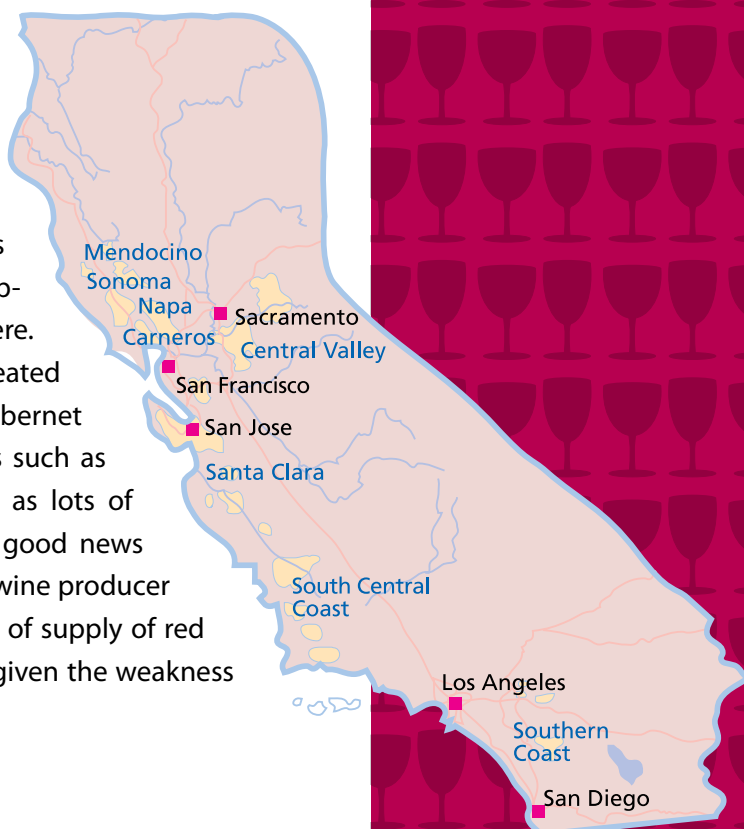


# CALIFORNIA

90% of the wine produced in the U.S.A. comes from the state of California. Its climate is unique, consistently better than those Old World regions it still strives to emulate, but much less naturally arid than many of its New World competitors. That is why the 'New World' style of maximising up-front fruit can be said to have originated here. Robert Mondavi in the 1960s and 1970s created the trend for Californian Chardonnay and Cabernet Sauvignon then taken on by the huge names such as Gallo, Blossom Hill and Constellation as well as lots of small 'boutique' vineyards. There is plenty of good news from this area which is now the fourth largest wine producer in the world. Recent years have seen a surplus of supply of red and white juice which has helped with prices given the weakness of sterling against the dollar.



## ROUND HILL VINEYARDS

Round Hill is another of those wineries selected by our wine team for their quality, value and suitability for our On-Trade customers rather than for their off-trade reputation in the supermarkets. The wine making team is highly rated and is further recognised by Round Hill's winning the Napa Valley award for Best Quality and Value for Money for three years running. Round Hill have also won many other accolades including the Winery of the Year from the International Wine Review.

## BLUSH alias WHITE ZINFANDEL

Not only one of the U.K.'s most popular wine types but also the introduction for many young drinkers to wine. So the name has changed from White Zinfandel to Blush or Zinfandel Rosé. Why? The European authorities have decided in their wisdom that a wine label should no longer carry a misleading name of a grape variety. Now we do have to accept that White Zinfandel can be said to mislead because the contents of the bottle are not white but pink. Also the Zinfandel grape produces red or pink wine not white but you do have to wonder who the bureaucrats thought were going to be misled! There cannot be a wine better known the world over than White Zinfandel. Calling it Blush, Zinfandel Blush, Zinfandel Rosé or anything else is more likely to make drinkers wonder what they are drinking.

Despite the bureaucrats, consumers can be sure that the contents will remain that most drinkable liquid redolent of summer, strawberries, raspberries and cream.



# RED

££

## Pacific Heights Red Zinfandel

Very fruity, very powerful and very smooth and rounded.

Taste Guide

D

Trade Sales Price

£3.63

## Wildwood Shiraz

Typical Shiraz blackberry flavours and finish which is soft and fruity.

C

£3.91

## Blossom Hill

**Red** Soft and mellow with an easy finish.

**Cabernet Sauvignon** Ripe, tasty blackcurrant flavours.

**Merlot** Medium bodied, smooth with underlying oak.

A

£4.33

C

£4.99

C

£4.99

## Round Hill Zinfandel Shiraz

An intriguing blend of the full ripe cherry of the Zinfandel and the peppery character of the Shiraz. The result makes a remarkably full and flavoursome wine.

D

£6.03

# ROSÉ

££

## Pacific Heights Zinfandel Blush

Stylishly packaged this is a popular medium style of Blush that is bursting with succulent strawberries and cream fruit flavours.

3A

£3.63

## Wildwood Cabernet Shiraz Rosé

Summer fruits to the fore with an off-dry finish.

3B

£3.91

££

## Larks' Ridge Blush

Good example of this bewitching drink which smells and tastes like a bowl of raspberries.

3A

£3.99

## Blossom Hill

**White Zinfandel** The brand leader and ever popular.

**Sparkling Zinfandel** Blush with bubbles!! As lively, attractive and vibrant as you could expect.

3A

£4.64

3A

£5.54

## Round Hill White Zinfandel

Aromatic notes of watermelon and spicy nectarine literally explode with taste in the mouth. The red berry character in this wine is long and lingering.

3B

£6.03



CALIFORNIA



...that most drinkable liquid redolent of summer, strawberries, raspberries and cream.

# CALIFORNIA CONTINUED



££  **WHITE**

**Pacific Heights Colombard Chardonnay**

Crisp, fruity blend which is attractive to drink.

**Wildwood Chardonnay**

Lemon and lime with a hint of butterscotch and vanilla.

**Blossom Hill White**

Very easy drinking.

**Sauvignon Blanc**

Pineapple and other tropical fruits.

**Chardonnay**

Typical Californian Chardonnay with vanilla and buttery flavours.

**White Grenache**

Produced from Grenache and providing fruity, attractive drinking.

**Round Hill Chardonnay Viognier**

The toasted oak and golden apples and pears from the Chardonnay combine with the floral and aromatic bouquet of the Viognier and come together in a long, long finish.

Taste Guide	Trade Sales Price
2	£3.63
2	£3.91
3	£4.33
2	£4.99
2	£4.99
2	£4.99
2	£6.03

