



## **Fat *bastard* 2000 Grand Réserve Makes Impressive Debut**

### ***Winemakers Set Aside Special Vintage and Wait For Perfection; Results are Elegance and Flawlessness***

Fat *bastard*, the French wine phenomenon, is adding an opulent 2000 Grand Réserve, a Shiraz and Mourvedre blend, to its already successful collection of wines by winemakers Thierry Boudinaud and Guy Anderson. True to the high quality found in all Fat *bastard* selections, the 2000 Grand Réserve, at \$19.99, is an upscale version of Fat *bastard*. The 2000 Grand Réserve has a spicy nose and hints of cinnamon that will not disappoint loyal Fat *bastard* consumers. It will also capture the hearts of new drinkers not familiar with the fun and lively brand.

Thierry and Guy dreamed of crafting a Fat *bastard* Grand Réserve for years. The 2000 vintage yielded superior grapes presenting them with the perfect opportunity to realize their dream. To make the 2000 Fat *bastard* Grand Réserve, Thierry and Guy relied on great relationships with local growers and selected only those with the best parcels of fruit. The grapes used in the final blend were sourced from the villages of Rieux, Pepieux and Axille located in the Minervois region of France. This area is world renowned for its high-quality red wines. The vineyards grow in limestone soils mixed with ancient gravels washed down from the Cevennes Mountains onto the fluvial, glacial outcrop plain.

The 2000 Fat *bastard* Grand Réserve boasts intense red-purple colors. The palate is filled with juicy flavors and spices suggestive of the wild herbs found throughout the region. Round, smooth tannins add structure and a rich texture that lead to a chocolate-like finish.

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“With the introduction of the 2000 Grand Reserve, we’re really showing people that Fat *bastard* is very serious about quality even though the Fat *bastard* name itself is meant to be anything but serious,” said Winemaker Thierry Boudinaud. “We continuously hear from consumers that Fat

*bastard* is a great everyday wine and the new Reserve will be perfect for those special occasions.”

### **The *bastard*'s in the details**

To create this smooth and elegant wine, the handpicked grapes are sorted, de-stemmed and lightly crushed. The maceration is for 18 days with a gentle extraction by pumping over the cap. The wine is aged 24 months in French oak barrels and cask of which one third is in new oak, one third in is one-year-old barrels and one third in two-year-old barrels.

**Winemaker:** Thierry Boudinaud  
**Varietal:** Shiraz (88%) and Mouvedre (12%)  
**Alcohol:** 13.5%  
**Size:** 750 ml  
**Case Production:** 5000 x 9-litre cases  
**pH:** 3.6  
**TA:** 3.55  
**Price:** Retail for \$19.99

### **The Skinny on Fat *bastard***

*Fat bastard* is a top-selling French brand with four varietals: Chardonnay, Shiraz, Merlot and Sauvignon Blanc. Each wine is created in a vibrant, fresh, fruit-forward style. Since its launch in the United States in 1998, *Fat bastard* continues to enjoy double-digit annual growth as a result of high-quality wine, a fun and memorable name, and consumer-friendly packaging. Today it is one of the top-selling wine brands in the United States, and was recently named one of the Hot Brands by *Impact Magazine*, an industry authority. For more information on *Fat bastard* please visit [www.fatbastardwines.com](http://www.fatbastardwines.com) or call 1.800859.0689. *Fat bastard* wines are imported by Click Wine Group.

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