

Introduction to Robert Mondavi Private Selection



ROBERT MONDAVI WINES

ROBERT MONDAVI

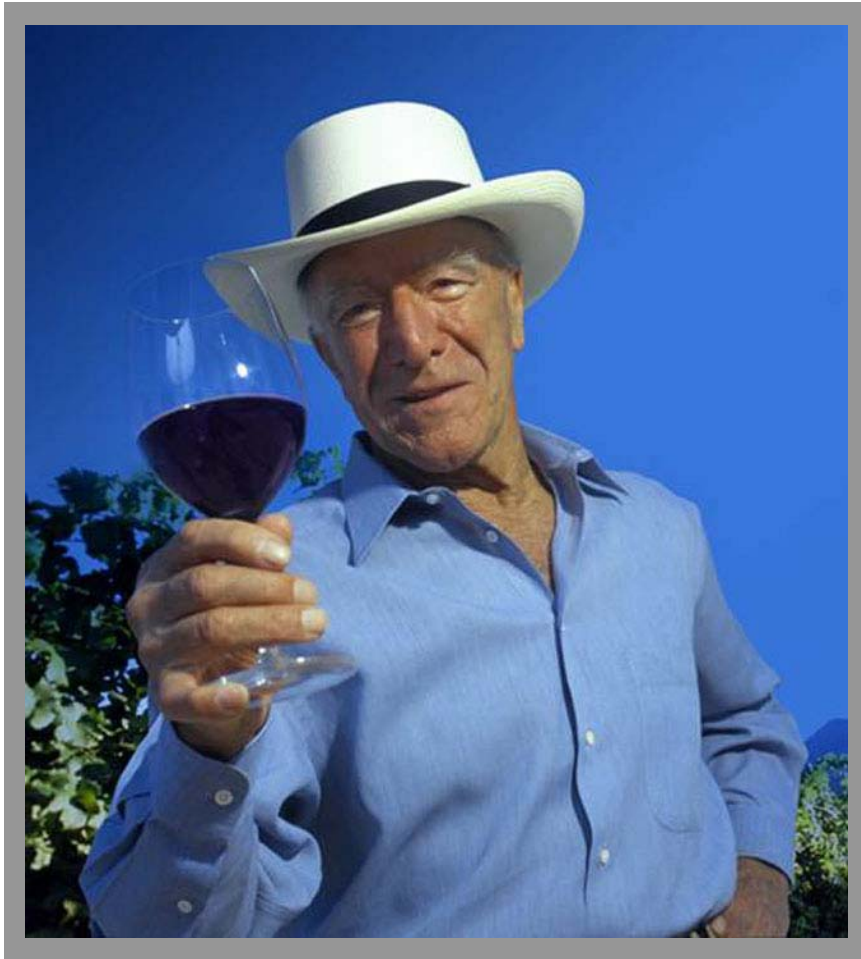
PRIVATE SELECTION™

CONSTELLATION ACADEMY
of WINE

Presentation Overview

- History
- Central Coast
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- Winemaker Rick Boyer
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 - The Whites
 - The Reds
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The Robert Mondavi Private Selection Story



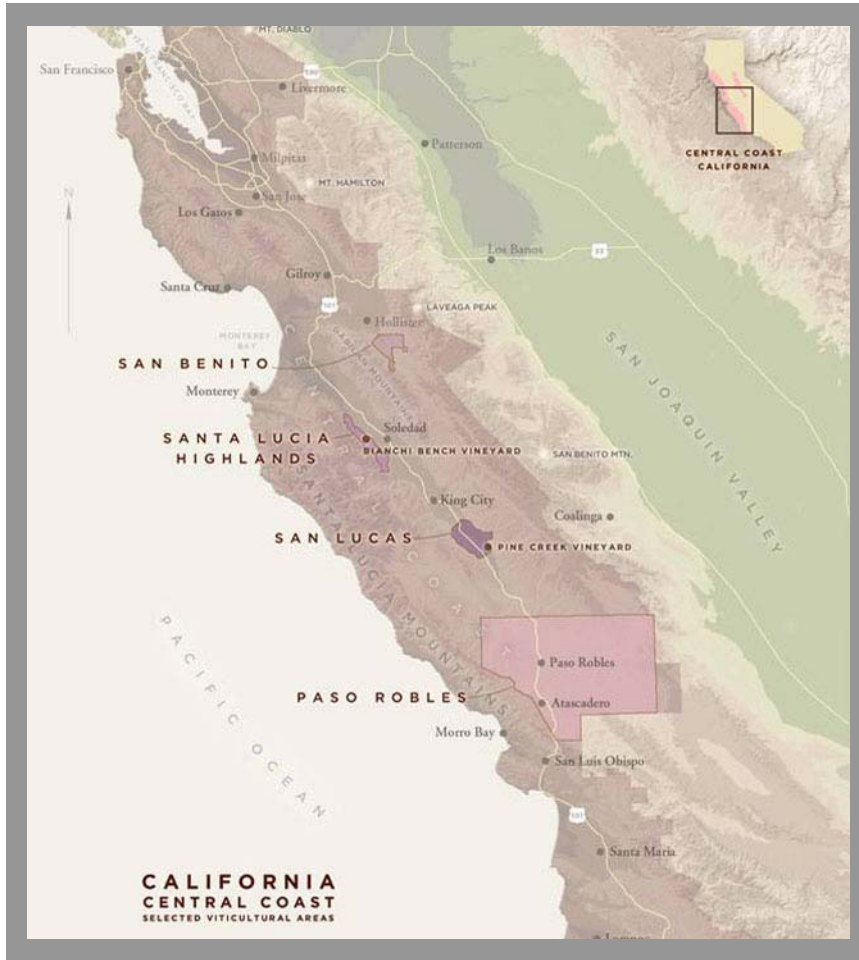
- Robert Mondavi helped establish California's place among great wine producing regions
- Robert Mondavi Private Selection was created in 1994 to celebrate the diversity of California's Coastal vineyards
- Robert Mondavi Private Selection is one of the most loved super-premium wine brands on the U.S. market

Central Coast



- ❑ The Central Coast region showcases the diversity of California's winegrowing regions
- ❑ Carefully selected grapes from vineyards ideally suited for each variety
- ❑ The Central Coast remains a primary source
- ❑ Additional Information
 - MCVGA Monterey [video and stats](#)
 - MCVGA Santa Lucia Highlands [video and stats](#)
 - MCVGA San Lucas [video and stats](#)

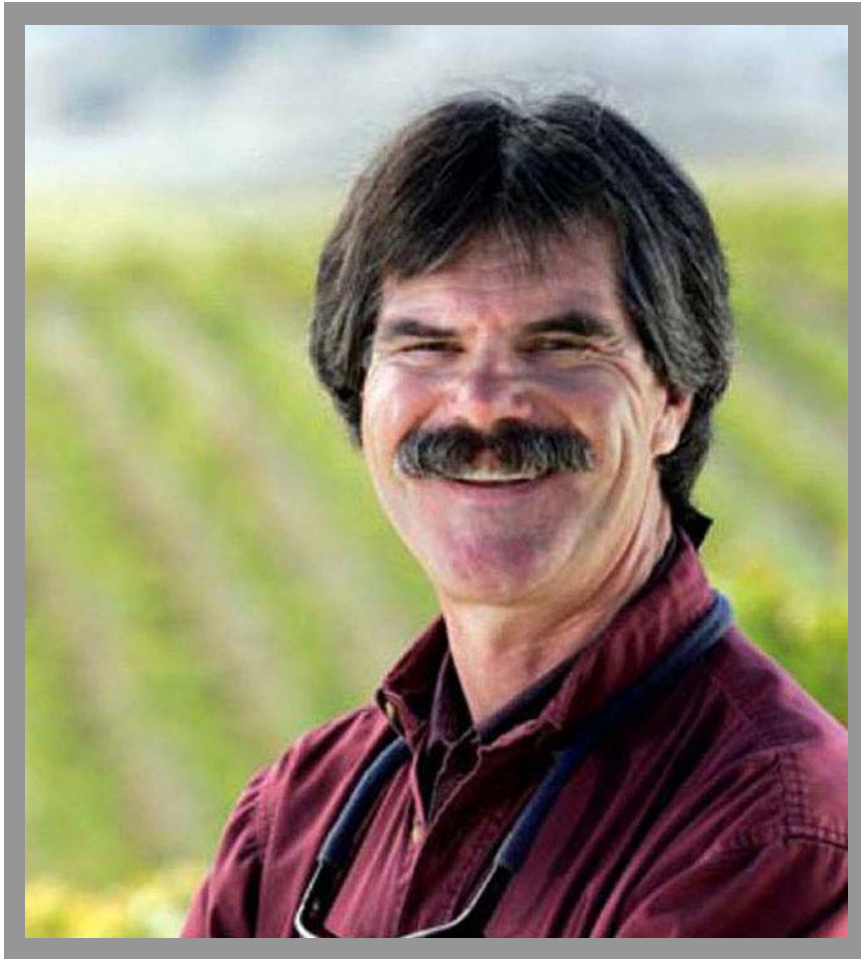
Vineyard Sourcing



- ❑ Cooler northern vineyards give the Robert Mondavi Private Selection white wines natural brightness and acidity
- ❑ Warmer southern vineyards give Robert Mondavi Private Selection red wines bright fruit with good structure

* Click the AVAs to learn more; advance to the next slide when you are done

Winemaker: Rick Boyer



- ❑ Graduated 1979 from UC Davis with a degree in plant science
- ❑ Rick has been crafting great wines from the Central Coast for more than 20 years
- ❑ In 2005 became Director of Winemaking for Robert Mondavi Private Selection
- ❑ Uniquely qualified to carry on Robert Mondavi's legacy, creating elegant, balanced wines which complement food

The Portfolio



- ❑ Robert Mondavi Private Selection is America's favorite Super-Premium brand
- ❑ The Cabernet Sauvignon, Merlot, Riesling, Sauvignon Blanc, Pinot Grigio, and Pinot Noir are all first or second in their categories.

The Whites



- ❑ The Chardonnay has citrus and tropical fruit flavors
- ❑ The Pinot Grigio has pear, peach, floral and spice notes
- ❑ Both the Sauvignon Blanc and Fumé Blanc have melon and citrus flavors; the Fumé also has toasty characters from barrel aging
- ❑ Riesling has apple, pear, and lychee flavors

The Reds



- ❑ The Cabernet Sauvignon has sweet cherry and dark berry flavors with integrated oak
- ❑ The Merlot's berry and plum flavors are complemented with soft oak
- ❑ The Pinot Noir is elegant with bright berry flavors
- ❑ Zinfandel has blueberry and raspberry fruit with spicy notes
- ❑ Syrah is aromatic and richly flavored

Meritage



- ❑ A stylish blend of Bordeaux red varieties, including Cabernet Sauvignon, Merlot, Petit Verdot, and Malbec
- ❑ Dark cherry, berry and plum flavors are complemented with toasty oak and supple tannins to create a rich, elegant, and complex wine
- ❑ The only true Meritage offering within the Super-Premium category

Summary



- ❑ Robert Mondavi Private Selection was created in 1994 to celebrate the diversity of California's different wine growing regions
- ❑ The portfolio includes 11 different varieties; Sauvignon Blanc, Pinot Grigio, Pinot Noir, Cabernet Sauvignon, and Merlot are either the 1st or 2nd largest selling wines in their varietal segments
- ❑ The Central Coast remains the primary grape source, but grapes from other regions are also used in keeping with Robert Mondavi's vision
- ❑ Robert Mondavi Private Selection is one of America's favorite Super-Premium brands

Additional Resources

- ❑ Robert Mondavi Private Selection [website](#)
- ❑ Constellation Wines [website](#)
- ❑ Constellation Academy of Wine [website](#)
- ❑ Robert Mondavi Private Selection [mobile wine profiles](#)

Thank You

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