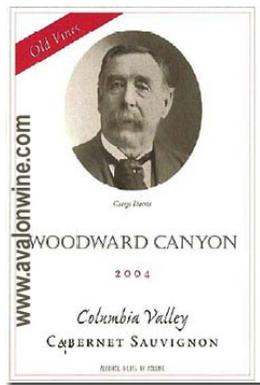


CABERNET SAUVIGNON



5 Things You Need To Know

1. Basics:

Cabernet Sauvignon is the premier red wine grape in the world. Cabernet Sauvignon is the dominant grape in the Bordeaux region of France and has spread to every other major growing region. Average aging or “cellaring” potential for Cabernet is 5 to 10 years in order to achieve peak flavor. It is usually blended with other varieties to make wines with increased complexity.

Cabernet Sauvignon is a small dark thick skinned grape that gives average yields. It needs slightly warmer growing conditions than many other varieties in order to achieve maturity. Up to 18 months of aging in small oak barrels before bottling Cabernet is common in order to achieve more complexity.

When you think of the finest red wines in the world, you often are thinking of wines made with Cabernet Sauvignon. And in our own state, Cabernet is the single most planted red grape at nearly 6000 acres and is recognized all over the world as a premier growing region for this grape variety.



2. What's it taste like?

The king of the red grapes grows magnificently in Washington. The heady, fruity character of this complex grape develops slowly. In its youth, the wine appears more subtle and restrained than Washington Merlots. Its character can emerge as black currant, cherry, berry, chocolate, leather, mint, herbs, bell pepper or any combination of these.

As previously mentioned, several years of bottle aging can often be needed for the wine to show at its best. Many of the Washington state's vintners employ traditional blending practices, adding Merlot or Cabernet Franc to the wine and yet reliably impart characteristic varietal aromas and flavors, which again, are most often compared to black currant, cherry, bell pepper and green olive.



3. What's it go with?

Cabernet is an excellent accompaniment to red meats, especially steak and roast beef. The bold flavors of Cabernet Sauvignon are often best matched with strong flavored foods like:

- ***chocolate***
- ***filet mignon***
- ***grilled steak***
- ***lamb chops***
- ***strong flavored cheeses***

And pay special attention to that chocolate pairing - flavors explode, the sweetness and the tannins mix with the rich dusty plum and berry flavor of the Cabernet. Strange to even imagine who put the two together, yet it works.

- ***🍷 As the sales person, always recommend three possible choices for your customer. Show them a low priced, a medium priced and one of your more premium offerings. You will often find the customer will buy the top shelf item that you have taken the time to show them.***



4. Cabernet Sauvignon in LCB Stores-by the numbers

Washington state stores currently offer 43 Cabernet Sauvignons (20 from Washington, 18 from California and 5 imports) in the 750 ml size. Prices range from \$4.99- \$24.99. There are also many larger sizes (1.5, 3, 4 and 5 liter) available for the consumer.

- ▀ In state stores, Cabernet Sauvignon is typically set on the shelf by region (Washington or California) then by price R to L descending on the shelf. Imports and larger sizes, including boxed, are set by brand.***

5. Category Leaders

In Washington state stores the best sellers in the Cabernet Sauvignon category are:

- 🍷 Red Diamond bc # 499228 (WA)***
- 🍷 Columbia Crest 2 Vines bc # 456565 (WA)***
- 🍷 Columbia Crest Grand Estate bc # 456580 (WA)***
- 🍷 Hedges CMS bc # 900499 (WA) –Cabernet Blend***
- 🍷 Nathanson Creek 1.5 liter bc # 490549 (CA)***

There are many other Cabernet Sauvignon labels from different parts of the United States and the world available in state stores as Wine Specialty or HUB items, grocery and wine stores. Get to know some of them (especially those from California's Napa and Sonoma Valleys, Washington's Walla Walla Valley and elsewhere). Take a look at the labels, try some, expand your knowledge when you can. The payoff in your ability to better serve your customer will be tremendous...