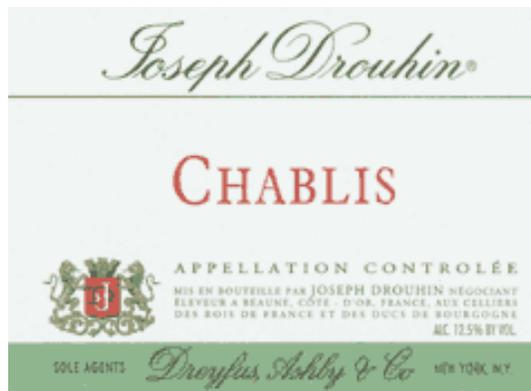


Chardonnay



Grand Vin de Bourgogne
Puligny-Montrachet
PREMIER CRU
APPELLATION D'ORIGINE CONTRÔLÉE
Louis Latour
MIS EN BOUTEILLE À BEAUNE PAR LES PROPRIÉTAIRES
À BEAUNE - CÔTE-D'OR - FRANCE



5 Things You Need To Know

1. Basics:

Chardonnay is the world's most popular wine white wine grape varietal. It produces some of the most luxurious and richest white wines and Champagne. Chardonnay is grown worldwide, but is most famous as the grape used in Burgundy, France. Some, such as Louis Jadot or Joseph Drouhin are well known as large and quality producers of White Burgundy (Chardonnay). It takes time and study to understand the various regions and producers of Burgundy, but one thing is simple to remember, if it's a white burgundy it is indeed a Chardonnay.

Domestically, California is by far the largest producer of premium Chardonnay from familiar regions such as Napa and Sonoma Valleys, Santa Barbara and Central Coast. Washington State has nearly 6000 acres planted and is the second largest producer in the United States. And let's not forget Australia with the reasonably priced, colorful labels. They are a major player in the world wine market and the brands can be found everywhere. New Zealand, Chile, Argentina, Italy and more all produce chardonnay that the consumer can readily find available at state store as well as their local grocers and wine store. All are unique in style and in varying price ranges.

2. What's it taste like?



You will find a wide variety in tastes of Chardonnay depending on where it comes from and the winemakers preferred style. It can range from hints of pineapple to completely bone dry or even described as buttery or toasty. Sounds confusing, but simply put the style and taste of the wine will depend on the winemaker and his desired outcome. What about that buttery taste? Some customers may ask for a buttery chardonnay. A buttery wine is aged in oak and may have the taste or aroma of butter or butterscotch which many customers enjoy. Chardonnay is most often pale straw or golden in color and not

“white” at all Chardonnay should be served somewhat below room temperature (not necessarily cold, but at a temperature cool enough to be refreshing).

3. What’s it go with?



The tradition of white wines with chicken, fish or lighter sauces is perfectly appropriate and Chardonnay is no exception. As the sales person you should be able to recommend at least three options in your store at various price points based on the customers requests (dinner, before dinner etc.) Possible selection is only limited by the stores inventory.

- 🍷 Dry white wines (including Chardonnay) are good pairings with most fish and chicken dishes. Some styles, those a bit sweeter are perfectly fine as well, and can be a versatile choice as a light cocktail wine with or without food.***
- 🍷 Chardonnay is perfect for summer, when lighter fare and outdoor dining is.***
- 🍷 Some cheeses that chardonnay pairs well with would include Brie or other lighter white cheeses. Experiment- that’s half the fun.***
- 🍷 Chardonnay also is enjoyed instead of a cocktail before dinner or at parties.***

4. Chardonnay in LCB Stores-by the numbers

- 🍷 Nearly 43% of all white wine sold in 750 ml bottles in Washington state stores is labeled chardonnay.***
- 🍷 There are currently 87 listed chardonnays available for purchase in state stores.***
- 🍷 In state stores, Chardonnay is typically set on the shelf by region then by price with the more expensive brands and labels near the top of the shelf. Imports , larger bottles and boxes are set by brand***

5. Category Leaders

In Washington state stores the best sellers in Chardonnay category are (by region and size):

Washington

-  *Columbia*
-  *Chateau Ste Michelle*
-  *Columbia Crest Grand Estate*
-  *Barnard Griffin*
-  *Columbia Crest Two Vines*

California

-  *Kendall Jackson*
-  *Robert Mondavi Private Selection*
-  *Barefoot*
-  *Meridian*
-  *BV Coastal*

Australia

- *Yellow Tail*
- *Jacobs Creek*
- *Alice White*

Large Sized

- *Heritage*
- *Stimson Estate*
- *Gallo*
- *Mondavi Woodbridge*
- *Vendange*

Price ranges for Chardonnay wines average from \$ 5 to \$ 19 with many below \$10.