

# Sauvignon Blanc



***5 Things You Need To Know***

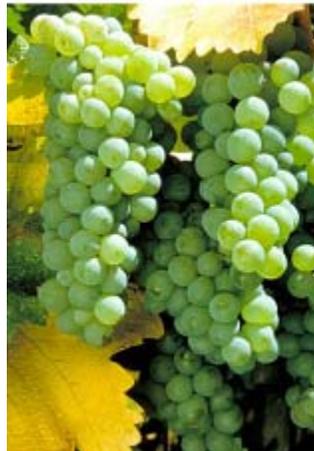
## 1. Basics:

*Sauvignon Blanc, sometimes known as Fume Blanc, is a green-skinned grape variety which originates from the Bordeaux region of France. The grape gets its name from the French words sauvage ("wild") and blanc ("white"). Typically known as a dry dinner wine, it is also a component of the famous dessert wines from Sauternes and Barsac.*

*Sauvignon Blanc is widely cultivated in France, Australia, New Zealand, South Africa, California and of course, Washington State.*

*Wine experts have used the phrase "crisp, elegant, and fresh" as a way to describe Sauvignon Blanc. Along with Riesling, Sauvignon Blanc was one of the first fine wines to be bottled with a screw cap in commercial quantities, especially by New Zealand producers. The wine is usually consumed young, as it does not particularly benefit from aging. Sweet white Bordeaux, Sauternes typically made with Sauvignon Blanc as a major component, is the one exception and can be very age worthy.*

*You will often see two label identifiers for Sauvignon Blanc: Sauvignon Blanc and Fume Blanc. They mean exactly the same thing to the consumer as they are made from the same grape.*



## 2. What's it taste like?



*Typically known to be grassy, earthy or herbaceous. Sauvignon Blanc is becoming increasingly popular for its distinctive character and can be described as fruity with a touch of herbaceousness and crispness. Styles vary greatly and range from slightly tart and grassy to tangy pineapple with oak nuances. A good way to compare is to try one from each of the predominate growing regions: New Zealand, California and Washington State. Each will show the variety in a slightly different light while still allowing the basic earthy or “grassy” character to be apparent.*

*Washington State Sauvignon Blancs tend to be more fruit forward in style and offer the consumer a pleasant alternative to Chardonnay for a dry white and a new varietal to enjoy for those accustomed to Washington’s very popular Riesling.*

### **3. What's it go with?**



***Sauvignon Blanc, when slightly chilled, pairs well with fish or cheeses, particularly Chèvre (goat's milk cheese). It is also known as one of the few wines that can pair well with sushi.***

***As with any white wine, it is a perfect cocktail for the patio or summer gatherings. It can be enjoyed simply alone as an aperitif or with chicken, fish or other light dishes. It lends perfectly to any shellfish, especially oysters on the half shell. Fresh cracked crab, scallops and shrimp also work well with Sauvignon Blanc. The sweeter versions (Sauternes) are meant to be enjoyed as dessert wines and are rich and layered with flavors of apricot, peach and pineapple.***

- 🍷 As the sales person, 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. Sauvignon Blanc in LCB Stores-by the numbers**

***Hands down the number one selling Sauvignon Blanc (in this case, Fume Blanc) in Washington State stores is Barnard Griffin Fume, outselling its nearest competitor Hogue Fume by 30%. With 17 offerings, the Sauvignon Blanc category sells an average of nearly 800 cases statewide monthly.***

***Washington State stores currently offer 14 Sauvignon Blancs (8 from Washington and 6 from California) in the 750 ml and 1.5 liter sizes ranging in price from \$5.99-\$14.99. There are 3 from the southern hemisphere (New Zealand and Chile) where the variety does very well and produces outstanding wines.***

- 📌 In state stores, Sauvignon Blanc 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 and larger bottles of which there are few are set by brand.***

#### **5. Category Leaders**

***In Washington State stores the best sellers in the Sauvignon Blanc category are:***

- 🍷 Barnard Griffin Fume***
- 🍷 Woodbridge by Robert Mondavi (1.5 liter)***
- 🍷 Hogue Fume***
- 🍷 Columbia Crest Two Vines***

***There are many other Sauvignon Blanc labels from different parts of 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 New Zealand and South Africa), take a look at the labels, and do some investigating. The payoff in your ability to better serve your customer will be tremendous...***