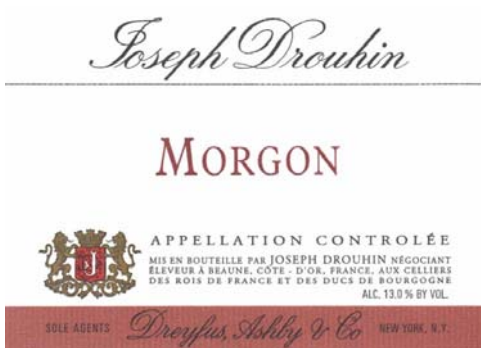


FACT SHEET



Product: Morgon
Négociant: *Joseph Drouhin*
Appellation: Appellation Morgon
Controlée
Classification: *Cru* (a classified growth)
Grape Varietal: 100 % Gamay
Alcohol
Strength: 13 percent

Vineyards: Morgon is located between Régnié and Chiroubles, in the heart of the zone encompassing the Crus of Beaujolais.

Soil: The type of soil in Morgon is unique: "rotting stone" (pierre pourrie) and crumbling schists, which perhaps explains why this *Cru* is so different from the others in terms of taste and longevity.

Viticulture: The type of pruning is called "gobelet," different from the "Guyot" system used in the Côte d'Or for Pinot Noir: there are no wires between the vines; each plant grows by itself, independently from the others.

Vinification: Mechanical harvest is forbidden: the grapes are picked by hand. The alcoholic fermentation is rather short: 6 to 7 days. In many ways, the vinification follows the classic methods in use for the great red Burgundies : low yields and ageing in oak barrels for at least 8 months.

Shipped
to U.S.: 250 cases/year on average

Description: Morgon is a fleshy and well-structured wine, with a marked fullness on the palate. One of its salient characteristics is its aroma of kernel- or pitted-fruits (cherry, peach, apricot, plum) It is also reputed to be the longest ageing *Cru* of Beaujolais.

Serving ideas: Versatile with all kinds of food, especially simple and flavorful dishes such as hors-d'oeuvres, charcuterie and white meats. Serve slightly cool

Bottle Size: 750 ml

Suggested Retail

Price/bottle: '04 - \$14.00; '05 - \$14.00