

# (oops)<sup>TM</sup>

## CARMENÈRE MERLOT 2009

(oops) wines are designed with interesting combinations of complementary varietals, anchored by Carmenère, the heritage grape of Chile known as the “Lost Grape of Bordeaux.” An intriguing mix of two red favorite varietals, this blend has a beautiful violet red color. Intensely aromatic with a nose of blackberry and plum fruit with a touch of menthol and dry leaf. The Carmenère contributes more mature aromas and sweetness while the Merlot delivers a delicate, soft touch. Medium-bodied on the palate, with loads of red and black fruit, a velvety texture and a juicy, long ending.

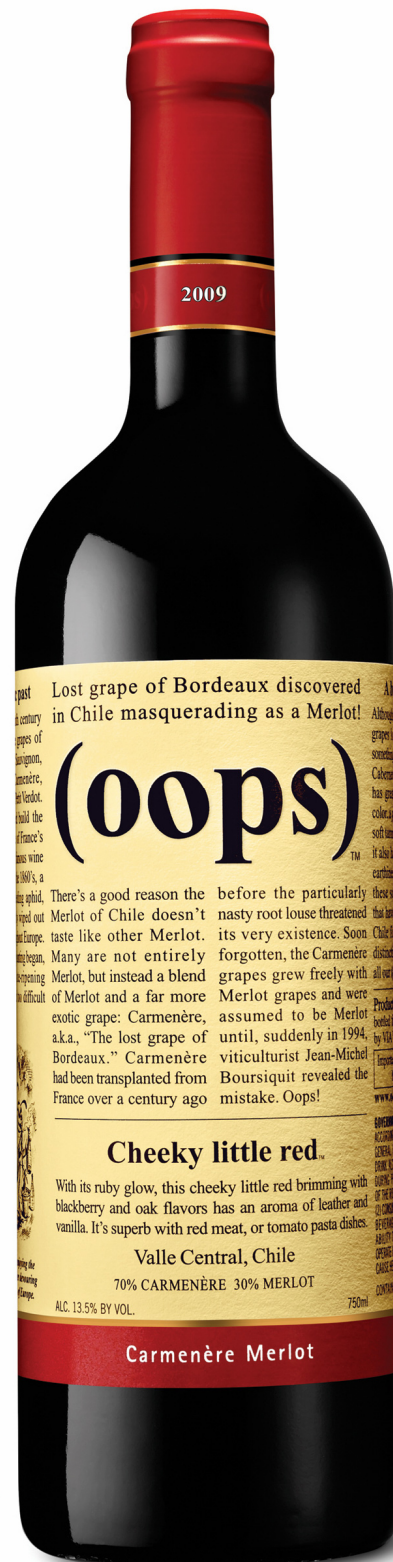
### *In the Vineyard*

The (oops) 2009 Carmenère Merlot was sourced from multiple vineyards in two distinctive regions of Chile’s Valle Central, Colchagua and Maipo. The Carmenère grapes all came from the Colchagua region. The Merlot grapes came predominantly from the Maipo valley because the vineyards are located in a cold zone of Maipo valley which gives to this variety a major fruitiness and rich expression.

### *Winemaking Profile*

The varietals used in the blend required a double harvest. Merlot was picked in April and late-ripening Carmenère in May. The grapes were received at the winemaking facility in Talagante, gently crushed and destemmed. The lots were macerated and fermented separately in stainless steel tanks. They received a cold pre-fermentation maceration for five days underwent fermentation (25-28°C, 77-82°F), and then were soaked again for 10 days. Sixty percent of the blend was aged in American and French oak for 4 months. Carmenère contributes more mature aromas and sweetness while Merlot lends a delicate and soft touch.

<b>Varietal Content</b>	70% Carmenère, 30% Merlot,
<b>Grape Source</b>	Valle Central, (Colchagua and Maipo)
<b>Alcohol</b>	13.5%
<b>pH</b>	3.7 g/L
<b>Titratable Acidity</b>	4.7 g/L
<b>Residual Sugar</b>	.20 g/100ml
<b>Suggested Retail Price</b>	\$12



For more information on (oops)<sup>TM</sup> wines, contact Tracey Flood (212) 362-9139 or [tflood@soiwines.com](mailto:tflood@soiwines.com)  
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