



# *Custard*

Rich, Creamy,  
*Indulgently*  
CHARDONNAY

# Custard

## CHARDONNAY

*Inspired by*

four generations of family traditions and Donny Sebastiani's favorite childhood treat – a glazed donut with creamy custard filling. Custard Chardonnay evokes cozy memories with its extravagant crème brûlée aromas and decadent tropical fruit flavors.

### TASTING NOTES

The Custard Chardonnay explodes with inviting aromas of vanilla scone, toasted almond, baked apple pie and creamy meringue cookies. The fragrant aromas lead to a lush mouthfeel filled with tropical fruit flavors; papaya and ripe guava. Additionally, flavors of vanilla custard, toasted buttered pie crust and whipped cream linger blissfully on the palate. The wine is richly textured yet well-balanced with juicy fruit and lively acidity.

### THE PROOF IS IN THE..CUSTARD!

- **Chardonnay is the leading white varietal in the \$12-\$14.99 price segment, representing a \$131M opportunity!**
- **Indulgently-styled Chardonnays Exploding with growth; Butter (+66%), Bread & Butter (+53%), and Butternut (+16%) vs LY!**

**VINTAGE:** 2017

**VARIETAL:** CHARDONNAY

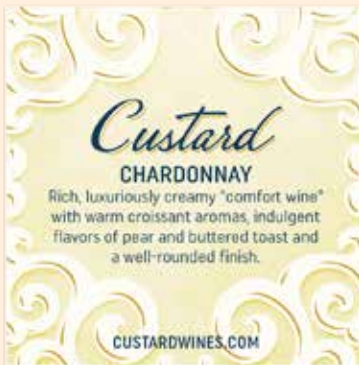
**APPELLATION:** CALIFORNIA

**WINE DETAILS:** Alc: 14.5%

pH: 3.61

T.A.: 6.1g/L

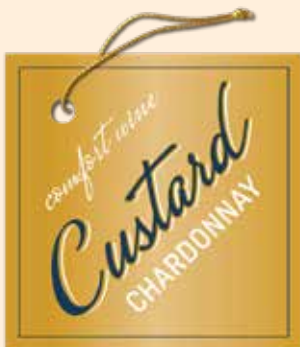
SHELF TALKER



CASE CARD



ON-PACK NECKER



UPC: 8 33302 00535 6  
SCC: 1 08 33302 00535 3  
Pallet: 14 x 4= 56 cases

[custardwines.com](http://custardwines.com)

Source: Nielsen TTL US Dom. 750mL, 52 wks ending 3/24/18