

# HEART MERLOT



The timeless and inspiring Kris labels emphasize the role of the sun in ripening the grapes to perfection, the human hand in cultivating the grapes and crafting the wine, and the lips that ultimately savor the wine. As depicted by the label, Kris Heart Merlot's sensual personality delicately touches the heart. Each label was designed by contemporary Italian artist and Franz Haas family friend, **Riccardo Schweizer** (1925 – 2004).



## Discover the Art of Wine

### Discover a Modern Italian Expression of Merlot

For more than 20 years, Franz Haas worked with a partner in the mountain vineyards of Sicily to create a Merlot in a style that reflects the region's unique terroir. The lean marl and calcerous soils of the vineyards between Monreale and Corlenone limit yields, creating a concentrated, fruit-forward profile that can stand up to Italy's weightiest dishes. Consistent Mediterranean sunshine and protection from the Sirocco winds on north-facing slopes produce top-quality Merlot fruit, vintage after vintage. Final tasting, blending, and bottling are performed by Franz Haas at the Alto Adige family estate to ensure the quality, consistency, and expressive personality signature to the Kris family.

### Discover What Makes Kris Unique

#### Italian Artist Designed Label

Contemporary yet classic, playful yet elegant, the inspiring Kris label and its iconic sun, lips and hand image are an easily recognized favorite of consumers.

#### Seventh-Generation Alto Adige Winemaker

Franz Haas' unique blend of precision, cutting-edge technology, and handcrafted artistry results in a distinctively expressive winemaking style, affording him the prestigious Gambero Rosso Tre Bicchieri award for six consecutive years.

#### Expressive Flavor Profile

Kris Heart Merlot's flavor is as exciting and sensual as its label suggests, featuring perfumes of wild berries, dried fruit and leather, sustained by lively acidity and supple tannins.

#### Sicilia, IGT

Consistent Mediterranean sunshine fully ripens the Merlot grapes to achieve a concentrated, fruit-forward profile. Northern facing slopes prevent sun over-exposure, thus maintaining taut structure and fresh acidity.

### Discover What Critics Rave About

**"Franz Haas is a methodical and dedicated winemaker."** *Wine Spectator*

**"The most complex of [the Kris family]"**



**"#3 Imported Brand" IMPACT**

## Discover a Rich Blend of Precision and Artistry

**Winemaker Franz Haas** is the seventh generation in a family of **Alto Adige** winemakers dating back to 1880. His unique winemaking style reflects the *mélange* of Mediterranean and Bavarian influences that typify Alto Adige. While grounded in **traditional Italian artisan winemaking methods**, Franz has applied his formal economics education in Austria and oenological education in Germany to modernize the **Franz Haas Winery** – implementing new technologies to produce wines of unparalleled quality and consistency. On the blending bench, Franz turns to his artistic intuition where he applies his refined senses – **smell, taste, sight** – to determine the ultimate character of the wine.

| Technical Notes      | WINERY<br>Franz Haas   | WINE NAME<br>Kris Heart Merlot | WINEMAKER<br>Franz Haas                   | VINTAGE<br>2007 |
|----------------------|--|--------------------------------|---|-----------------|
| Varietal Blend       | 100% Merlot  |                                |   |                 |
| Appellation          | Sicilia, Indicazione Geografica Tipica   |                                |   |                 |
| Vintage Notes        | Frequent and heavy spring rainfalls were counterbalanced with a warm, dry summer. A long, dry autumn allowed the grapes to reach brilliant maturity and provided ideal harvest conditions.   |                                |   |                 |
| Vineyards            | The Kris Heart Merlot grapes come from mountainous vineyards between the towns of Monreale and Corlenone, south of Palermo. The lean marl and calcerous soils limit yields, creating a concentrated, fruit-forward profile. North-facing slopes provide protection from sun over-exposure and potential damage from the hot Sirocco winds from North Africa.   |                                |   |                 |
| Vinification Process | Pumping over and frequent punching is used during the 8-12 day maceration to increase color and flavor intensity. Fermentation is performed at 82-86 degrees. Malolactic fermentation is carried to completion. Ageing occurs in a combination of barriques and stainless steel tanks for at least six months before bottling – preserving a high fruit-to-oak flavor ratio while softening tannins. |                                |   |                 |
| Technical Notes      | Total Acidity: 4.8 g/L<br>pH: 3.6  |                                | Alcohol: 13.5%<br>Residual Sugar: 0.3 g/L |                 |
| Characteristics      | Garnet in color with intense perfumes of wild berries, crushed fruit and leather. Ripe fruit flavors are sustained by a lively acidity. This is an easy-going wine with fruity aromas that linger on the palate.   |                                |   |                 |
| Food Pairings        | Roasted meats, rich pastas, sausages and cheeses   |                                |   |                 |

## Point-of-Sale Materials



Neck Hanger  
2.5" x 4.25"



Shelf Talker  
3" x 4"

### PACKAGING & PRICE



SUGGESTED PRICE  
\$13.99

UPC CODE  
0 98709 43630 5

SCC CODE  
10098709436302

