

# PINOT NOIR



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 in the Pinot Noir label, Franz Haas truly understands how to work with the varietal's delicate DNA. 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 Pinot Noir

Carefully selected from hillside vineyards of Oltrepò Pavese, at the foothills of the Apennine Mountains of Pavia Province, Lombardy, Kris Pinot Noir offers a uniquely Northern Italian take on this classic varietal. The Pinot Noir vineyards of Oltrepò Pavese are famous for their slopes that face in many different directions, at altitudes ranging from 1600 to 1900 feet above sea level. This creates a wide array of microclimates, each which produce Pinot Noir grapes of highly distinctive character. Winemaker Franz Haas works closely with long-time partner growers who share his philosophy of a Pinot Noir which showcases perfume aromas and fruit flavors, while tempering earthy tones and tannic structure. This is a great value wine that will appeal to Pinot Noir fans and Italian wine lovers alike.

### 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 Pinot Noir's flavor is as playful and expressive as its label suggests, featuring ripe blackberries and red forest fruits, followed by firm and well-framed tannins.

#### Oltrepò Pavese Vineyards

Delicate northern sunshine and a long, mild growing season slowly and fully develops Pinot Noir flavor, while cool nights of the Apennine foothills maintain taut structure and acidity.

### Discover What Critics Rave About

**"Franz Haas is a methodical and dedicated winemaker"** 

**"Making Pinot Noir at this price point is no easy task."** 

**"One of the World's Top 30 Pinot Noirs"** 

**"#3 Imported Brand"** 

## 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 Franz Haas	WINE NAME 100% Pinot Noir	WINEMAKER Franz Haas	VINTAGE 2008
Varietal Blend	100% Pinot Noir			
Appellation	Provincia di Pavia, Indicazione Geografica Tipica			
Vintage Notes	An unusually mild winter led to advanced sprouting at the end of March. Frequent rainfall kept temperatures mild from April until the end of June. July to October was warm and dry, leading to excellent harvest conditions and fully ripened grapes.			
Vineyards	Kris Pinot Noir comes from select hillside vineyards in the Apennine foothills of Oltrepò Pavese in Pavia Province, Lombardy. Located between 1600 and 1900 feet above sea level, the vineyards feature a combination of clay and stony soils to provide an optimal balance of nutrients and drainage. Franz Haas selects those vineyards that showcase the Pinot Noir's perfume aromas and fruit flavors.			
Vinification Process	Pumping over and frequent punching is used during the 6-10 day maceration to increase color and flavor intensity. Stainless steel fermentation allows the Pinot Noir's delicate fruit flavors to shine through, while mild oak exposure (only 10%) rounds out the varietal's firm tannins.			
Technical Notes	Total Acidity: 4.8 g/L    Alcohol: 13% pH: 3.6    Residual Sugar: 0.3 g/L			
Characteristics	Dark ruby in color with purple hues, Kris Pinot Noir shows enticing aromas of ripe blackberries and red forest fruits, followed by subtle earthiness and firm, well-framed tannins. Elegant and supple, this wine perfectly reflects the typical traits of the varietal, with a unique northern Italian twist.			
Food Pairings	Pasta, pizza, chicken parmesan, and sausages			

## Point-of-Sale Materials



Neck Hanger  
2.5" x 4.25"



Shelf Talker  
3" x 4"

### PACKAGING & PRICE



SUGGESTED PRICE  
\$13.99

UPC CODE  
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