



# CABERNET SAUVIGNON

## BACKGROUND

### NOT YOUR ABUELA'S WINE

Inspiration for the brand is drawn from "La Lotería," a traditional game played throughout Mexico since colonial times. Similar in concept to BINGO, it is played using 54 varied characters and symbols of Mexican culture (skull, devil, musician, etc.). Since the original creation of the game, many interpretations of La Lotería characters have been created, allowing great flexibility in terms of characters and look/feel. 55 CARTAS is a modern reinvention of the cherished La Lotería game played with 54 cartas. Our brand is the new 55th card, an invitation to Millennial consumers to celebrate their Mexican heritage in a bold way.

### TASTING NOTES:

Dark red color with nectarine, floral, black cherry, peach, and strawberry aromatics. Ripe cherry, strawberry jam, milk chocolate and vanilla flavors with a rich and full finish.

AVA: California

VARIETAL COMPOSITION:  
80% Cabernet Sauvignon,  
10% Merlot, 10% other  
various grapes; non-vintage

TECHNICAL DATA:  
Alc.: 11.0%  
pH: 4.00 | TA: 6.20 g/L

Enjoy  
Responsibly

www.55cartas.com  
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