



ORGANIC RED BLEND





**FARMERS OF WINE PRESERVES THE HERITAGE OF AUTHENTIC ITALIAN WINE WITH A UNIQUE ITALIAN BLEND MADE EXCLUSIVELY WITH ORGANIC GRAPES.**

**THEIR STORY**

In an industrialized world where family farming is disappearing, Farmers of Wine is a visionary project created to sustain local farming, family viticulture and wines with a local identity. Farmers of Wine tells the story of people whose legend lives in their hands. Hands that work the land, nurture the vines and harvest the grapes as the hands of their fathers, and their fathers' fathers, did. They take pride in being farmers of wine, pride that is evident in respect for the land and the values they grew up with.

To create this organic Italian red blend, Farmers of Wine partnered with local growers in Puglia, a southern Italian region known for its venerable farming history. We follow each farmer through the growing process and leverage our relationships, partnerships and economies of scale to ensure these farmers can deliver a high quality product with authentic taste while receiving fair compensation, which may otherwise be unachievable for these small growers.

The project also ensures that these traditional techniques, like the albarello (small tree), a vine training system typical to Puglia, do not vanish from the landscape. Farmers of Wine gives consumers the opportunity to experience authentic Italian wine crafted by individuals who have made wine their life. This is Italian wine at its best.

**AVAILABLE IN:**



**12 PACK – CORRUGATED**  
**SCC: 10857660004056**

**PRODUCT FEATURES**

**BENEFITS**

Certified organic by ICEA	Made from organic grapes, Farmers of Wine speaks directly to the consumer's heart and mind, and a majority of wine drinkers notice organic labels.
Red blend with local identity	Crafted from Negroamaro and Primitivo (Zinfandel), native to Puglia, Farmers of Wine provides consumers an authentic wine that is a true expression of the terroir and traditions from which it comes.
Authentic and unique label design	The label emanates the organicness of Farmers of Wine. The unique and innovative design captures consumer attention at point of sale where most wine purchase decisions are made.



**12 PACK – WOOD**  
**SCC: 20857660004053**