

YELLOW+BLUE



OVERVIEW | The concept behind Yellow+Blue is that quality imported wine can travel the world without damaging the planet. The “footprint” of the wine trade is huge. Glass, cork, labels, fuel, pesticides, chemicals... it all adds up. Yellow+Blue wines are certified organic, shipped responsibly and packaged smarter — as in 95% wine and 5% packaging — for a low impact on the environment and high impact on the palate.

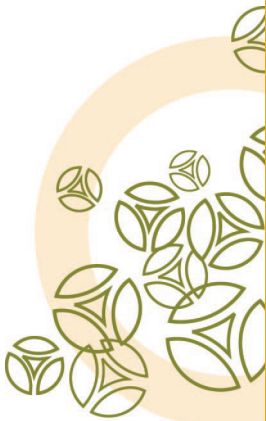
The brainchild of Kermit Lynch disciple Matthew Cain, Yellow+Blue partners with outstanding wine-makers who craft wines solely from organically grown grapes. But then he began to think even “greener,” making Yellow + Blue’s journey as earth-conscious a venture as any bottle/box ever takes. With fruit sourced from vineyards in Argentina and Spain, the wine is shipped in huge vats via ship up to Montreal. There, the vats are placed on trucks and driven to Toronto where the wine is packaged in eco-friendly Tetrapacks. There’s so much wasted energy when producing glass bottles, transporting bottles, and then exporting the full bottles to the United States. So the beautiful thing about Yellow+ Blue’s journey to your glass is the myriad of ways Matt Cain has reduced the carbon footprint that’s normally left when transporting bottles. And in the end, regardless of the earth-friendly hoopla, the wines are simply delicious. Simply put, Yellow+Blue is a better way for people to indulge their passion for excellent wine while giving a little love back to the earth.

WINES | Malbec, San Juan, Argentina - 100% Malbec from 100% certified organic, estate grown fruit. All work is done by hand, including the harvest. A strict triage is performed at reception, before destemming and crushing. Fermentation is done in stainless steel with indigenous yeast. Pressing is done in a pneumatic press. Aging is in large foudre for 6 months.

Torrontes, Cafayate, Salta Province, Argentina - 100% Torrontes from 100% certified organic, estate grown fruit. All work is done by hand, including manual harvesting of the grapes. A strict triage is performed at reception before destemming and crushing. Pressing is done in a pneumatic press. Fermentation is in cement tank with indigenous yeast. Further settling and aging is done in tank. A slight filtration is done before “bottling.”

Sauvignon Blanc, Vallee Central, Chile - 100% organic Sauvignon Blanc grapes from Chile’s Central Valley. Chile has a long winemaking history dating back to the Spanish conquistadors in the 16th century. The Central Valley (or Valle Central) is close to the capital city of Santiago and sits directly West across the Andes from Argentina’s famed winemaking region of Mendoza. It’s the country’s most productive and internationally known wine region with a dry climate that averages only 15 inches of rain and has a low risk of springtime frost. The Andes mountains help create a wide variation in daytime and nighttime temperatures – cool nights and warm days that are vital in maintaining the grapes’ acidity levels.

Rosé, Grapes grown in Spain’s famed Alicante region benefit from a continental climate softened by Mediterranean Sea breezes, with low rainfall and plenty of sunshine. The vineyard is situated approximately 2,000 feet above sea level, where the “gobelet” (víña en vaso) system is used to ensure proper airing of the vines. The mineral-rich soil, combined with the warm, dry climate, yields fresh and fruity wines with great structure, lively color and intense aroma.



triage wines

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