



Private Cellar
2011 Château de Sours Rosé Opening Offer

Château de Sours Rosé 2011

Opening Offer

Rather like hearing the first cuckoo, when the time comes to write the annual offer for Château de Sours' luscious rosé I start to feel that spring isn't too far away. Granted, it hasn't been a hard winter this year (yet), but after a lacklustre summer I think we all feel the need for a bit of sunshine in our lives, either real or bottled, so where better place to start than a joyful rosé with its promise of warmth to come?

Once again we are offering the de Sours as an early bird offer for delivery before the 2012 Budget on 21st March. This will see a further 6% or so duty rise thanks to the so-called escalator*, which in turn will translate to an extra 13 pence per bottle on all still wine. As ever, Martin's Krajewski's special pricing is only for this pre-Budget offer and once The Budget date is passed we will revert to our normal list pricing which will be somewhere north of £10 per bottle. It's definitely worth stocking up now while you can!

2011 was a rollercoaster in Bordeaux during the growing season, starting with an early, hot Spring which saw temperatures of 30°C at the beginning of April during the primeur tasting season – great for us, not so great for the vines which were hurried out of their dormancy and straight into summer. Flowering was good; June started very cool and ended extremely hot and dry. July then proved cold and wet until a hot patch at the end of the month which then gave way to an atypical August of rain, cool temperatures, heat, humidity and then more rain – pretty well everything in the summer weather repertoire. Notwithstanding all these ups and downs, the vines were still ahead of themselves and de Sours broke their own records by starting the harvest for their sparkling wines on 17th August and for the still wines on the 25th under cloudless blue skies, producing wines with vibrant, primary fruit overtones.

*2% plus inflation, currently standing at 4.2%



As we know all too well, everyday costs have been increasing across the board, particularly for energy, which has a major impact at every stage of getting the grape from the vineyard into your glass. Despite his best efforts, owner Martin Krajewski has had to raise the price very slightly on the bottles but, in mitigation, he has managed to hold all the larger bottle sizes from last year – just in case you needed more incentive to buy magnums or bigger!

Nicola Arcedeckne-Butler MW

February 2012

Château de Sours Rosé 2011

70% Merlot, 30% Cabernet Franc; 12.5% alc

Harvested between 25th August and 10th September 2011

Red pink, deeply alluring yet slightly paler than in the past with a ripe nose of crushed red fruits – raspberries to the fore – leafy, fresh and primary. Hugely enticing, and it all continues seamlessly on to the palate, with juicy, crisp red fruits, ripe and plump yet with lovely balancing acidity. Beautifully drinkable already!

			£ per case Inc VAT
Per case of	12 x 75cl Bottles	1-4 case rate	£102.00
Per case of	12 x 75cl Bottles	5-9 case rate	£97.80
Per case of	12 x 75cl Bottles	10+ case rate	£95.40
Per case of	6 x 150cl Magnums		£105.00
Per case of	1 x 300cl Double Magnum		£57.00
Per case of	1 x 600cl Imperial		£105.00

Bottles are sealed with a practical stelvin (screwcap) seal. Magnums, double magnums and imperials have corks, with the latter two being hand-sealed with wax and presented in a wooden box.

Order form overleaf...

PRIVATE CELLAR



Order Form

CHÂTEAU DE SOURS ROSÉ 2011	£ per case inc. VAT	No. of cases required	£ Total
Per case of 12 Bottles (75cl, stelvin)	£102 *		
Per case of 6 Magnums (1.5 litres, cork)	£105		
Per Double Magnum (3 litres, cork)	£57		
Per Imperial (6 litres, cork)	£105		

** please reduce accordingly for orders of 5 or more cases*

Delivery Details:

Name: _____

Address: _____

_____ Postcode: _____

Daytime Telephone Number: _____ E-mail: _____

Is there a safe place where we can leave your wine* if you are not at home?

**Securely and at your risk*

Payment Details:

I enclose a cheque for the amount of: £ _____ made payable to Private Cellar Ltd.

Please charge my credit/debit card number: _____

(Visa, Mastercard, Switch)

Startdate: _____ Expirydate: _____ SecurityNo. _____ IssueNumber: _____

Signature: _____



Delivery is FREE within mainland UK on all orders of two cases or more (24 bottles or equiv.) to be delivered by 21st March 2012. Please ask us for a bespoke quotation for other delivery destinations. All single case, double magnum and imperial deliveries will be charged at £14.50 inc. VAT per case/unit.

Offer closes on Friday 2nd March 2012 in order to ship in time for The Budget.

Visit www.privatecellar.co.uk - for our full terms & conditions.

Orders may be made by telephone, fax, e-mail or post to:
Private Cellar Ltd, 51 High Street, Wicken, Cambridgeshire CB7 5XR

T: 01353 721 602; F: 01353 724 074 E: orders@privatecellar.co.uk

Or order on-line at www.privatecellar.co.uk

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