



# NO Sauvignon Blanc *Press*

## ■ NO Sauvignon Blanc 2003

**JANE GARVEY'S WINE PICK**  
*The Atlanta Constitution Journal*  
Thursday, November 11, 2004

Say “yes” to NO. Say what? OK, let’s clear up any confusion. NO is a new label, referencing an approach to sauvignon blanc that focuses on the fruit. How? By keeping it clear of oak barrels, avoiding malolactic fermentation (the process that denies wine its acidity and makes it taste like melted butter and little else) and bottling it under screw cap instead of cork. How easy can it get?

Just launched, this brightly flavored, crisply finished sauvignon blanc hits big with lively grapefruit and slightly herbal aromas and flavors.

Some people keep their sauvignon blanc under wraps in cooler weather, but that’s foolish. If you’re having fish and shellfish, this is what you want, even if there’s a blizzard outside.

Oysters, crab dipped in melted butter, clams, fried chicken, catfish and hush puppies, chicken or tuna salad wraps, chicken Caesar salad and goat and feta cheeses all are appropriate companions.

Serve moderately chilled (it doesn’t like a lot of cold) in small-bowled tall white wine glasses.

- *Highly recommended.*
- Suggested Retail \$10.*

## ■ NO Sauvignon Blanc 2004

**WineLibrary.com**  
**Gary Vaynerchuk, Director of Operations**

“Run, don’t walk... The smash hit Sauvignon Blanc of the summer.”

When you talk Sauvignon Blanc, a few obvious names pop up — Cloudy Bay, Rochioli, Kim Crawford and others from all around the world. For some, summer is the perfect time to enjoy Sauvignon Blanc...and as a result, we are always looking for the next big value...

Earlier last month we were presented

with a 2004 Sauvignon Blanc from Lake County California which quite simply, blew us away. The 2004 No Sauvignon Blanc was everything we were looking for...nice, clean and crisp fruit, easy drinking...fantastic finish. 100% Stainless Steel...this wine doesn’t see a second of oak. At an \$8.99 price...we were stunned...This wine has been on our store shelf for only 2 days, and we have already had to reorder once . . . It’s that good!!! NO means NO oak aging and NO malolactic fermentation. Yes, it is a crisp white wine and yes, it has a vanilla flavor, as well as honeydew, lemon-lime and herbal sage/grass notes. No cork, just a screw cap.

If you buy one Sauvignon Blanc this summer...make it this one!!

Not only that, but Robin Garr from [wineloverspage.com](http://wineloverspage.com), may have been one of the first to break the news on No Sauvignon Blanc last year when the *30 Second Wine Advisor* reviewed the 2003 vintage on November 29th. Garr had reviewed the 2003 vintage at the time and called the wine a “fine value in the \$10 price point.”

This is California’s biggest secret in Sauvignon Blanc...buy it by the case today!!!

At \$8.99 on sale, this will be without a doubt, your best buy in a terrific summer white. The total case production wasn’t huge so our advice is to buy a case or two and serve over the summer months...you will be as stunned as we were...

- *“I have to admit this is one of my new favorites, a huge blast of fruit and complexity make this one of the finest under \$10 white wines I have ever had!”— 89-90 Points*

### ORDERING INFORMATION:

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