



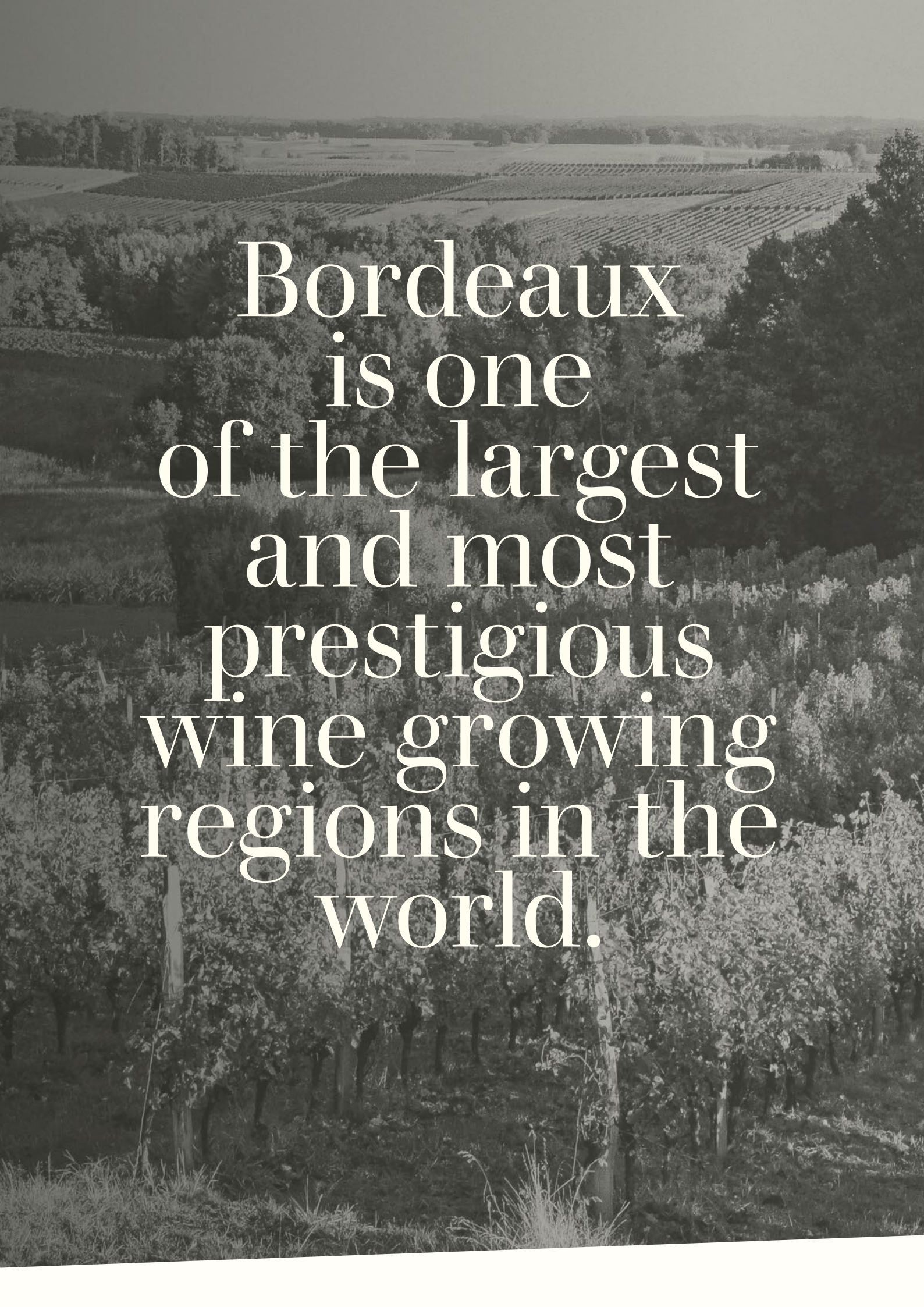
BDX

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APPELLATION
BORDEAUX
CONTRÔLÉE



Bordeaux
is one
of the largest
and most
prestigious
wine growing
regions in the
world.

Vines were first planted in Bordeaux by the Romans, and the resulting wines have been exported to Britain since the 12th century.

The region's vineyards are composed of a limited number of red and white varieties, the result of centuries of discerning selection and improvements.

Bordeaux now produces a large percentage of the world's highest quality wine.



Partnering
strengths and
innovations
of French
and
Australian
winemaking.

Producta Vignobles of Bordeaux and Crackerjack Wines of Western Australia began an informal partnership in 2018. Our goal is to combine the strengths and innovations of French and Australian winemaking to create exciting new choices for consumers around the world.



PRODUCTA VIGNOBLES
talents durables

Producta Vignobles is a winemaker and marketer, representing twelve Bordeaux Co operatives. Started in 1949 to link growers and consumers, it has become the largest resource for Bordeaux vineyards and wine. The organisation represents 2,500 growers and 20,000 hectares of vineyards across the region, spread over 50 appellations, including 150 exclusive AOC châteaux.

CRACKERJACK
NÉGOCIANTS

Crackerjack Wines is a winemaking and broking partnership between Freya Hohnen, Dave Hohnen and Rupert Clevely. Dave and his daughter Freya have extensive experience working with Sauvignon Blanc in Western Australia and New Zealand. Rupert is a hospitality entrepreneur based in London.

A black and white photograph of a village with a prominent stone tower and a vineyard in the foreground. The tower is a large, cylindrical structure with a flat top, situated on a hillside. The village consists of several stone buildings with tiled roofs. In the foreground, there is a well-maintained vineyard with rows of grapevines and a central path.

Familiar Territory.





We are working with one of Producta's wineries in Sauveterre, in the heart of the largest sub region of Bordeaux, the Entre-Deux-Mers.



The landscape is defined by an elevated ridge of hills between the Garonne and Dordogne rivers, at their confluence in the Gironde estuary, 90 kilometres from the Atlantic Ocean.

Australian winemakers are in familiar territory in the vineyards of the Entre-Deux-Mers. The vines share the same spacing, trellis and pruning systems common to New Zealand and southern Australian vineyards. These systems ensure maximum sunlight exposure for leaves and berries, free air movement, and therefore a low risk of botrytis.

Cropping levels are a modest seven tonnes per hectare. This concentrates aromatics and flavour.



Unmistakably
contemporary,
approachable
wines for
a new era.

Our winemakers have embraced change and adopted innovative wine making techniques. French engineers have designed some of the world's best harvesting machines, allowing for precise timing of the harvest – integral to making wines with freshness and early drinkability.



BDX REVOLUTION SAUVIGNON BLANC

This is the main white variety in Bordeaux, and the dominant variety of Entre-Deux-Mers.

Our vineyards are harvested to maximise the mid-spectrum ripeness expressed by aromas of tropical fruits, stone fruit and citrus. The taste is everything the aroma suggests. It is satisfying and enjoyable, closing with citrus acidity – a hallmark of Bordeaux Sauvignon Blanc.



BDX REVOLUTION MERLOT

This is the dominant red variety of the right bank of the Gironde estuary, which includes Entre-Deux-Mers.

It is harvested at the point of perfect ripeness when flavour, grape sugar and tannin align. The aroma is red and black wild hedgerow berries. The taste is sweet fruit, with relaxed tannins.

It delivers a great drinking experience.





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www.producta-vignobles.com

CRACKERJACK
NÉGOCIANTS

www.crackerjackwine.com.au