

90+ Cellars

Lot 188 Montepulciano d'Abruzzo

THE FACTS

COUNTRY: Italy

REGION: Abruzzo

APPELLATION: Abruzzo

CEPAGE: 100% Montepulciano

WINEMAKING: The grapes are fermented under strict temperature control in stainless steel

AGING: 6-8 months in a blend of tank and barrel

THE STORY

Kevin Mehra launched 90+ Cellars. His concept was simple: allow great wineries to sell more wine through a new brand. By offering to not disclose the source, Kevin found that many wineries were happy to offer him their top wines at lower costs in order to sell more. And in doing so, 90+ Cellars was able to bring these world class wines to more people at better prices.

PHILOSOPHY: When we launched 90+ Cellars, we set out on a mission to make great wine more accessible to everyone. By partnering with highly rated wineries, avoiding the expenses of owning vineyards, and curating a global collection of top-notch wines, we make it easier to find, buy, and enjoy the best bottle, every time.

THE SELLING POINTS

Made with Organic Grapes

SUSTAINABILITY: Green Practicing

PAIRINGS: Spaghetti Bolognese, sautéed mushrooms, or sliced Parmigiano Reggiano.

