



WHOLESALE WINE CATALOG
2017





IN THE FIELD

Representatives



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*Chateau Morrisette is the
fastest growing regional
winery in the south.*

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WHOLESALE WINES

THE SIGNATURE SERIES PAGE

The Black Dog®	4
Our Dog Blue®	5
Sweet Mountain Laurel® ..	6
Red Mountain Laurel®	7

THE ORCHARD SERIES PAGE

Sweet Mountain Apple	8
Blackberry	9
Cherry Wine	10
Farmhouse Sangria Red ...	11

TOP TIER WINES PAGE

Archival	12
5 Red Grapes	12
4 White Grapes	12
Varietals	13

SUPPORT PAGE

Planograms	14
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SIGNATURE SERIES
UPC 12731198529



THE BLACK DOG®



Tasting Description: A unique blend of Chambourcin, Cabernet, Merlot, Petit Verdot and others produces this exceptionally smooth off-dry red wine. It has an appealing spicy character and medium body. It's obviously well bred!

Pairing Statement: Pair with roasted or grilled meats or light hors d'oeuvres.

Target Retail Pricing: \$8.99 - \$11.99

Recent Awards: Silver Medal: 2016 Wines of the South Competition • Silver Medal: 2016 San Diego International Wine Competition • Silver Medal: 2016 Finger Lakes International Wine Competition • Gold Medal: 2015 Virginia Wine Lover Wine Classic • Silver Medal: 2015 Florida State Fair International Wine Competition

Ratings: No recent ratings.

Laboratory Specs

Alcohol Percent	11.7%
pH	3.65
Titrateable acidity	5.7 g/l
Residual Sugar	1.2%

Packaging Specs

Height	12.00"
Width	3.06"
Case Wt.	33.4 lbs.
Closure	Cork
Bottle	750ml
Tray Packs	Yes (12 bottles)
Walmart Packs	Yes

Limited edition Christmas Label available. Order before September 1, 2017. Based on availability.



SIGNATURE SERIES

UPC 12731195009



OUR DOG BLUE®



Tasting Description: This American white wine is a semi-sweet Riesling and Traminette blend, using Vidal Blanc for added depth. Aromas of melons, citrus fruits, apricots, and delicate flowers highlight the soft finish of this soothing wine. Serve chilled.

Pairing Statement: Pair with fruits and cheeses, fish, or spicy foods.

Target Retail Pricing: \$8.99 - \$11.99

Recent Awards: Gold Medal: 2016 Wines of the South Competition • Silver Medal: 2016 San Francisco International Wine Competition • Platinum (Double Gold) Medal: 2015 San Diego Wine Competition • Platinum Medal 2015 Winemakers Challenge International Wine Competition • Gold Medal: 2015 Critics Challenge International Wine Competition • Gold Medal: 2015 Virginia Wine Lover Wine Classic

Ratings: 95 Points 2015 San Diego International Wine Competition • 94 Points 2015 Winemakers Challenge International Wine Competition • 90 Points 2015 Critics Challenge International Wine Competition

Laboratory Specs

Alcohol Percent	11.8%
pH	3.28
Titrateable acidity	5.6 g/l
Residual Sugar	2.7%

Packaging Specs

Height	1	2.00"
Width		3.06"
Case Wt.		33.4 lbs.
Closure		Cork
Bottle		750ml
Tray Packs		Yes (12 bottles)
Walmart Packs		Yes

Limited edition Christmas Label available. Order before September 1, 2017. Based on availability.



SIGNATURE SERIES

UPC 12731198673



SWEET MOUNTAIN LAUREL®



Tasting Description: A unique and refreshingly sweet dessert style wine made from American native grape varieties. Firm acidity balances the sweetness, producing a crisp finish with aromas of freshly picked grapes.

Pairing Statement: Pair with spicy southern food or pour over fresh berries and sponge cake. Try with mint over ice!

Target Retail Pricing: \$6.99 - \$9.99

Recent Awards: Concordance Gold Medal: 2016 Wines of the South Competition • Silver Medal: 2016 Harvest Challenge • Silver Medal: 2015 Florida State Fair International Wine Competition • Silver Medal: 2015 Finger Lakes International Wine Competition • Silver Medal: 2015 TEXSOM (Dallas Morning News) International Wine Competition • Silver Medal: 2015 Riverside (CA) International Wine Competition

Ratings: No recent ratings.

Laboratory Specs

Alcohol Percent	10.5%
pH	3.34
Titrateable acidity	4.7 g/l
Residual Sugar	5.2%

Packaging Specs

Height	12.00"
Width	3.06"
Case Wt.	33.4 lbs.
Closure	Cork
Bottle	750ml
Tray Packs	Yes (12 bottles)
Walmart Packs	Yes



SIGNATURE SERIES

UPC 12731198697

BEST
— IN —
CLASS



RED MOUNTAIN LAUREL®

Tasting Description: This is a distinctive dessert wine made from a blend of American native grape varieties. It exhibits flavors of fresh grapes and cherries, complemented by a sweet, smooth finish.

Pairing Statement: Pair with barbecue and spicy foods. Delicious poured over pound cake, or try on the rocks with a slice of orange.

Target Retail Pricing: \$6.99 - \$9.99

Recent Awards: Best of Class: 2015 Riverside (CA) International Wine Competition • Chairman's Award (Unanimous Gold): 2015 Riverside (CA) International Wine Competition • Silver Medal: 2015 Florida State Fair International Wine Competition • Silver Medal: 2015 Finger Lakes International Wine Competition • Silver Medal: 2015 TEXSOM (Dallas Morning News) International Wine Competition • Silver Medal: 2015 Critics Choice International Wine Competition • Silver Medal: 2015 Virginia Wine Lover Wine Classic

Ratings: 88 Points - 2015 Critics Choice International Wine Competition

Laboratory Specs

Alcohol Percent	10.9%
pH	3.3
Titrateable acidity	5.4 g/l
Residual Sugar	4.5%

Packaging Specs

Height	12.00"
Width	3.06"
Case Wt.	33.4 lbs.
Closure	Cork
Bottle	750ml
Tray Packs	Yes (12 bottles)
Walmart Packs	Yes

RED MOUNTAIN LAUREL

SWEET. CRAFTED FROM NATIVE GRAPE VARIETIES. RICH CHARACTER. PAIR WITH RIBS, BURGERS OR DESSERT.

CELLARED & BOTTLED BY
CHATEAU MORRISETTE®
MILE POST 171.5, BLUE RIDGE PARKWAY
MEADOWS OF DAN, VA USA 24120



CONTAIN SULFITES 750ML
GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON
GENERAL'S WARNING, EXCESSIVE
CONSUMPTION OF ALCOHOLIC
BEVERAGES DURING PREGNANCY
OR OPERATE MACHINERY, AND

DO NOT DRINK ALCOHOLIC
OR OF BIRTH DEFECTS. (2)
YOUR ABILITY TO DRIVE A CAR
OR OPERATE MACHINERY, AND

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ORCHARD SERIES

UPC 12731199939



SWEET MOUNTAIN APPLE



Tasting Description: This apple wine is made from 100% crisp and juicy Virginia apples. Bursting with the vibrant fruitiness of just-picked apples, this wine is sweet and smooth, light bodied, with a clean crisp finish.

Pairing Statement: Pair with pork dishes, game, poultry, barbecue, various cheeses like Cheddar and Gruyere, and assorted nuts.

Target Retail Pricing: \$8.99 - \$10.99

Recent Awards: Gold Medal: 2015 Finger Lakes International Wine Competition • Gold Medal: 2015 Virginia Wine Lover Wine Classic • Silver Medal: 2015 Tastings.com/Beverage Testing Institute • Silver Medal: 2014 Virginia Wine Lover's Magazine Wine Classic Award • Gold Medal: 2014 Mid-Atlantic Southeastern Wine Competition • Silver Medal: 2014 Finger Lakes International Wine Competition

Ratings: 88 Points, Best Buy rating, Tastings.com/The Beverage Testing Institute

Laboratory Specs

Alcohol Percent	9.5%
pH	3.46
Titrateable acidity	6.5 g/l
Residual Sugar	7%

Packaging Specs

Height	11.438"
Width	3.137"
Case Wt.	33.4 lbs.
Closure	Cork
Bottle	750ml
Tray Packs	No
Walmart Packs	Yes



ORCHARD SERIES

UPC 12731191001



BLACKBERRY

Tasting Description: Thick and dark blackberry pie with vibrant aromas that fill the glass to the brim. Literally, no different than having a mouthful of ripe blackberries right from the basket. This is an apple based wine blended with natural blackberry flavors.

Pairing Statement: A sweet aperitif that pairs well with cheeses, barbecue and spicy foods. Best served chilled.

Target Retail Pricing: \$8.99 - \$10.99

Recent Awards: Silver Medal, 2015 Tastings.com, the Beverage Testing Institute

Ratings: 88 Points, Best Buy rating, Tastings.com/The Beverage Testing Institute

Laboratory Specs

Alcohol Percent	9.4%
pH	3.59
Titrateable acidity	7.5 g/l
Residual Sugar	7.5%

Packaging Specs

Height	11.438"
Width	3.137"
Case Wt.	33.4 lbs.
Closure	Cork
Bottle	750ml
Tray Packs	No
Walmart Packs	Yes



ORCHARD SERIES

UPC 12731199984



CHERRY WINE



Tasting Description: Our cherry wine, a secret blend of four varieties, is a definitive crowd pleaser. A 100-day, cold fermentation was followed by an additional three months aging sur lie for added complexity. Intense cherry notes give way to hints of cinnamon & spice lingering on the finish

Pairing Statement: Make a cherry reduction to glaze pork chops, pair with vanilla ice cream or just enjoy porch-side, slightly chilled.

Target Retail Pricing: \$8.99 - \$10.99

Recent Awards: Gold Medal: 2016 Wines of the South

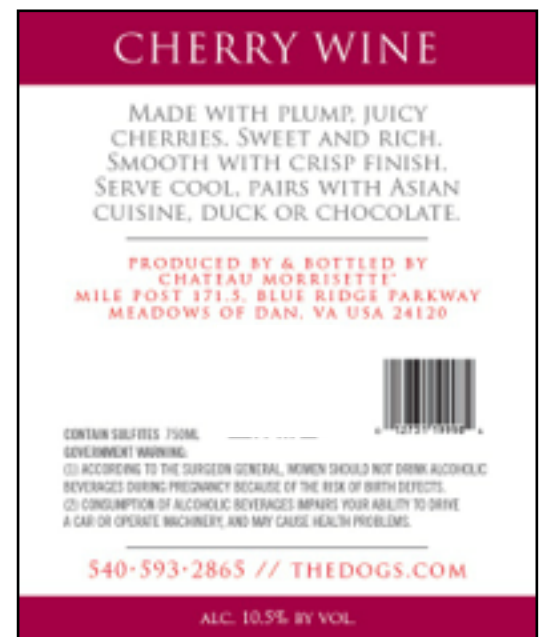
Ratings: No recent ratings.

Laboratory Specs

Alcohol Percent	12%
pH	3.67
Titratable acidity	10.1 g/l
Residual Sugar	7%

Packaging Specs

Height	11.438"
Width	3.137"
Case Wt.	33.4 lbs.
Closure	Cork
Bottle	750ml
Tray Packs:	No
Walmart Packs	Yes



ORCHARD SERIES

UPC 12731199991



FARMHOUSE SANGRIA RED



Tasting Description: Made from delicious red wine, dark sweet cherries, oranges, and limes, this festive Sangria is bursting with abundant, lively fruit aromas. Sweet and smooth, with a mouth-watering juicy character, it's perfect for any celebration.

Pairing Statement: Pair with spicy and grilled foods. Serve chilled or over ice

Target Retail Pricing: \$6.99 - \$9.99

Recent Awards: Not submitted for awards.

Ratings: No recent ratings.

Laboratory Specs

Alcohol Percent	8.5%
pH	3.48
Titratable acidity	8.2 g/l
Residual Sugar	8%

Packaging Specs

Height	11.875"
Width	2.93"
Case Wt.	33.8 lbs.
Closure	Cork
Bottle	750ml
Tray Packs	Yes (12 bottles)
Walmart Packs	Yes

New Bottle in 2017. Will be the same bottle as other Orchard Series wines.





TOP TIER WINES

Top Tier Wines are available in limited quantities and may not be available consistently year over year. These wines are best hand-sold in consultant stores or in more exclusive wine shops. Each of these wines carries a Virginia Appellation. Not all distributors carry our top tier wines.



5 RED GRAPES®
UPC 012731200086

Aroma: Loaded with cherry and plum. Palate: Cherry, plum with velvety feel derived from French Oak. Finish: Long, smooth, crisp finish. Chambourcin, Merlot, Cabernet Sauvignon, and Petit Verdot.

Best of Class and Double Gold: 2015 San Diego International.

Retail Targeting: \$14.99 - 18.99



ARCHIVAL
UPC 012731200093

The lovely brick red color of this wine is a sign of extended prerelease aging in barrel and bottle. The nose reveals subtle plum, cedar, cinnamon, and leather, and the palate adds to these a rich mocha flavor.

Not Submitted for Awards in 2016. Gold Medal: 2015 Virginia Wine Lovers Classic

Retail Targeting: \$17.99 - 19.99



4 WHITE GRAPES®
UPC 012731200086

Aroma: Floral aromas and key lime. Palate: Tangerine vanilla merengue, tropical fruit. Finish: Crisp offering of pear and quince. Blend of Chardonnay, Petite Manseng, Vidal Blanc, and Traminette

Gold Medal: 2015 Winemaker's Challenge

Retail Targeting: \$14.99 - 18.99



TOP VIRGINIA BLENDS UNDER \$20



TOP TIER WINES

Top Tier Wines are available in limited quantities and may not be available consistently year over year. With a limited amount of Virginia fruit available, production is limited. These wines are best hand-sold in consultant stores or in more exclusive wine shops. Each of these wines carries a Virginia Appellation. Not all distributors carry our top tier wines.

CHARDONNAY RESERVE
UPC 012731200048



VIIGNIER
UPC 012731198758



CABERNET FRANC
UPC 012731196259



CABERNET SAUVIGNON
UPC 012731198642



VIDAL BLANC
UPC 012731198703



MERLOT
UPC 012731197508



PETIT VERDOT
UPC 012731199007



CHAMBOURCIN
UPC 012731198857



PETITE MANSING
UPC 012731200109



VINGRIS
UPC 012731196105



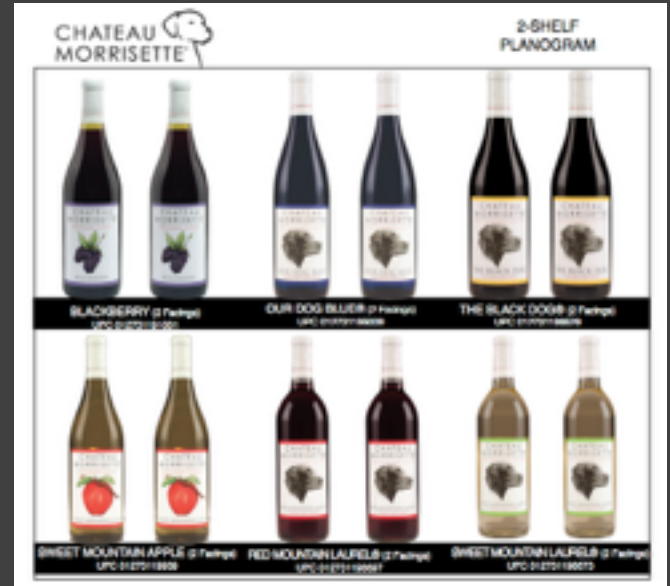
CHATEAU MORRISETTE
HAND-CRAFTED WINES SINCE 1878



VARIETALS VIRGINIA

PRODUCT DISPLAY

PLANOGRAMS



MAKE THE MOST OF YOUR DISPLAY

The Chateau Morrisette label system is designed to create a poster board effect on store shelves. The bright, white felt labels offer excellent color saturation and the series of dog heads across the shelf will certainly catch the consumer's eye and increase the likelihood of purchase.



DISTRUBUTION

GEORGIA

National Distributing Company
Georgia (NDC GA)
One National Drive SW
Atlanta, Georgia 30336
404.696.9440
<http://www.rndc-usa.com>
See Available Wines (Link)

KENTUCKY

Heritage Wine and Spirits, LLC
1913 Production Drive
Louisville, Kentucky 40299
502.777.9362
<http://www.heritagedist.com>
See Available Wines (Link)

Chas Seligman Distributing Company
10885 Clydesdale Court
Walton, Kentucky 41094
859.344.1889
<http://www.chasseligman.com>
See Available Wines (Link)

NORTH CAROLINA

American Premium Beverage, Inc.
5241 National Center Drive
Colfax, North Carolina 27235
336.852.2500
<http://www.apbev.com>
See Available Wines (Link)

Mutual Distributing Company
(Corporate Office)
2233 Capital Boulevard
Raleigh, North Carolina 27604
919.828.3842
<http://www.mutualdistributing.com>
See Available Wines (Link)

SOUTH CAROLINA

Southern Wine and Spirits (Corporate
Office)
7600 Richard Street
Columbia, South Carolina 29209
803.695.1630
<http://www.southernwine.com>
See Available Wines (Link)

TENNESSEE

Athens Distributing Company -
Chattanooga
2735 Kanasita Drive #121
Hixson, Tennessee 37343
423.629.7311
<http://www.athensdistributing.com>
See Available Wines (Link)

Athens Distributing Company -
Memphis
905 James Street
Memphis, Tennessee 38106
901.946.4751
<http://www.athensdistributing.com>
See Available Wines (Link)

Athens Distributing Company -
Nashville
3001 Owen Drive
Antioch, Tennessee 37013
615.254.1749
<http://www.athensdistributing.com>
See Available Wines (Link)

Knoxville Beverage Company, Inc.
1335 E. Weisgarber Road
Knoxville, Tennessee 37909
865.637.9411
<http://www.knoxvillebeverage.com>
See Available Wines (Link)

VIRGINIA

Blue Ridge Beverage Company, Inc.
(Corporate Office)
4446 Barley Drive
Salem, Virginia 24153
540.380.2000
<http://www.blueridgebeverage.com>
See Available Wines (Link)

BreakThru Beverage Company
(formerly Associated)
4365 Carolina Avenue
Richmond, Virginia 23222
804.743.1121
<http://www.breakthrubev.com>
See Available Wines (Link)

Circle Sales, Inc.
301 N. Brown Street
Blackstone, Virginia 23824
434.292.3692
<http://www.circlesales.com>
See Available Wines (Link)

Dixie Beverage Company
2705 S. Pleasant Valley Road
Winchester, Virginia 22601
<http://www.dixiebeverage.com>
See Available Wines (Link)

Lawrence Distributing Company
545 Old Mayfield Road
Danville, Virginia 24541
<http://www.lawrencedistributing.net>
See Available Wines (Link)

Service Distributing, Inc.
8397 Paris Street
Lorton, Virginia 22079
703.253.3000
<http://www.servicedistributing.com>
See Available Wines (Link)

Tri-Cities Beverage Corporation
612 Industrial Park Drive
Newport News, Virginia 23608
757.874.6600
<http://www.tricitybeverage.com>
See Available Wines (Link)

WEST VIRGINIA

Galaxy Distributing of West Virginia
3255 US Route 60 East
Ona, West Virginia 25545
304.955.4800
<http://www.galaxywv.com>
See Available Wines (Link)





CHATEAU 
MORRISETTE®
.....
HAND-CRAFTED WINES SINCE 1978

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