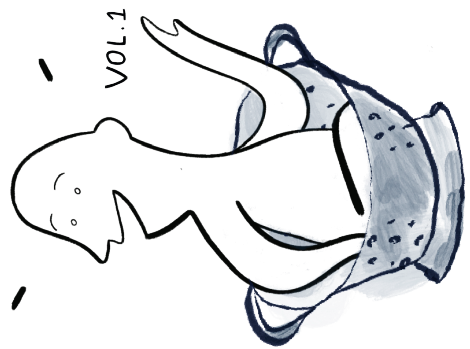




6 FACTS About NATURAL WINE

THAT YOU WEREN'T THAT INTERESTED IN THE 1st PLACE.

CLOUDY with a chance of SEDIMENTS



WHAT IS NATURAL WINE?

Actually, there's no official definition, so these are the guidelines we use to make ours.

- 1 Made with organically grown grapes.
- 2 Fermented with natural yeasts present on the grape.
- 3 Unfiltered
- 4 No added sulphites or anything.

BUT WHO MAKES! No Es Pituco! ?

No Es Pituco is made by us, Viña Echeverria. We are a small, family estate winery in Chile's Maule Valley, founded in 1980.

Other notable information includes:

CERTIFIED SUSTAINABLE SINCE 2010
ISO CERTIFIED international standards thingumajig



NEVER TURN AWAY STRAY DOGS.
HAVE HAIRY TOES

WHY IS MY NATURAL WINE CLOUDY / HAVE BITS FLOATING IN IT ?

The floating bits are SEDIMENTS, mainly made up of dead yeast cells and other harmless organic matter. In traditional wines, these are filtered out after fermentation, but in fact their extended contact with the juice adds enriched layers of texture, flavour and aroma. In more technical terms it's called 'Legs Ageing' or 'Sur Lie' in French.

(Lecs being the dead yeast cells, and French being the language that makes you sound most knowledgeable about wine).

WHAT DOES! No Es Pituco! MEAN?



Pituco is a Chilean slang word meaning 'posh' or 'fancy'. (We changed the c to a k for the label, because we are creative).

Sooooo, No Es Pituco means 'It's Not Fancy'.

For us, not fancy means coming as you are, or as nature intended. Which is how we like our wine and how we like you.



Hairy toes and everything.

WHAT ARE SULPHITES? SO?

Sulphites are naturally occurring minerals.

Natural wines contain some naturally occurring sulphites, but no sulphites are added, as with traditional wine.

Sulphites in food are measured in Parts Per Million (PPM). No Es Pituco wines contain less than 10 PPM, compared with over 40 PPM for some traditional wines.

As a reference, dried apricots contain over 100 PPM. Sorry apricots!

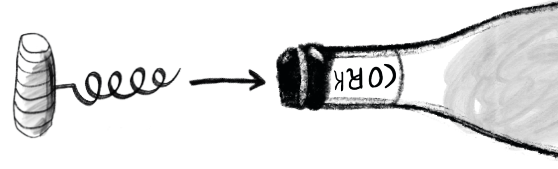


HOW DO I OPEN THE WAX CLOSURE ON MY! No Es Pituco! ?

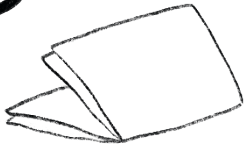
It is not necessary to hack away at the wax closure with a dangerous implement.

Simply use your cork screw in the usual way to penetrate the wax from above, and it will go straight through the wax to the cork.

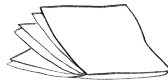
#upperbodyworkout



3 Fold in 1/4



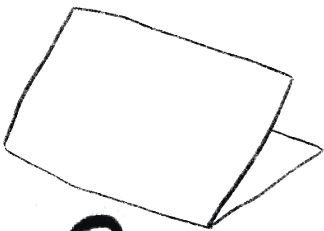
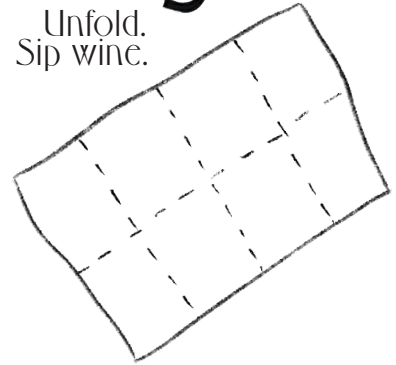
4



Fold in 1/8

5

Unfold.
Sip wine.

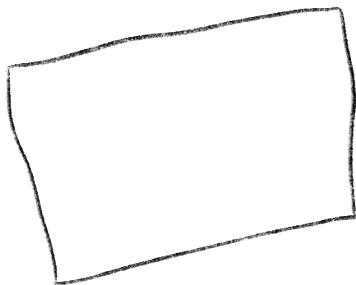
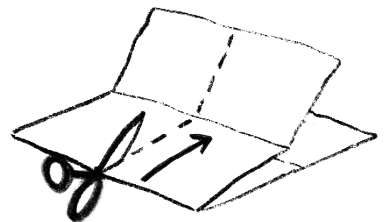


2 Fold in 1/2

HOW TO FOLD YOUR No es pituko! WINEZINE

6

Fold in 1/2 again and
cut to the middle.

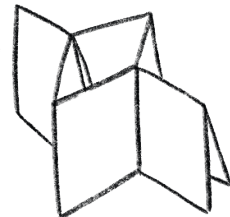


WINEZINE

(SO IT LOOKS
LIKE A BOOK)

7

Open like this.



1

Print both sides of
Wine Zine on
recycled A4 paper.

8

Fold to
BOOK.



SOME INFO

write to us and tell us your
favourite Pokemon / Seinfeld episode /
anything else.

