

LA BULLE-MOOSE ROUSSE

2017 FIZZY RED OF THE EARTH

(Tap, tap, tap)

"Testing, testing, one, two three..."

Is this thing on?"

Sonorous announcer's voice: *It was in the early years of the 1950s, the Cold War Era, when, in North America and in Europe, were reported a number of sightings of strange objects in the sky, UFOs, as they were called. Many individuals, including the mayor of a small village in southern France, sought legislation to prohibit the landing of these flying objects in the vineyards of the area.*

The Strategic Air Command and NORAD were fully briefed and memos to all of the stations along the DEW (Distant Early Warning) line were duly circulated, admonishing them to remain on the *qui vive*. Citizens of much of the Northern hemisphere were gripped with a certain vague anxiety, not knowing whether these visitors from far-away galaxies harbored sinister or benign intentions. No one is truly prepared for fizzy red wine from not around here.

TASTING NOTES

La Bulle-Moose Rousse (*Alces fizzicus*) or the "red bubble moose" is a species known for its exceptional friendliness, its ebullient personality, perhaps not so much for its exceptional intelligence or common sense. But it can sniff out a party. La Bulle-Moose Rousse (the wine) is a fizzy red beverage made from Grenache (79%) and Syrah (21%). Cherry red in color with a subtle fragrance of strawberry, rose petal and licorice, La Bulle-Moose Rousse is an elegant (and oh so intelligent) choice of beverage for virtually any occasion, especially one involving, say, sushi or barbecue or outdoor sports, indoor sports, birdwatching, ice-sculpture, moosle-building, skin-moosturizing, moostache-grooming, moosaic construction, etc. Particularly useful food pairings: moossaka, mozzarella cheese, *moosseline de poisson*, and of course, chocolate moose. Enjoy its roseate ebullience!

PRODUCTION NOTES

The wine was carbonated just prior to canning to a refreshing degree of fizziness just below the legal threshold (.392 g/100 ml of CO₂) of the confiscatory/onerous sparkling/luxury wine tax.¹

¹ While it is thoroughly plausible to claim that sparkling or even "fizzy" wines tend to make people experience a momentary relief from their worldly troubles, it does not necessarily follow that the experience of this momentary pleasure should perforce be taxed at a rate significantly higher than beverages that do not enjoy an equivalent level of effervescence, i.e. "table wine." The Puritans remain with us *still*, as it were.



VITAL STATISTICS

Blend: 79% Grenache, 21% Syrah

Appellation: Central Coast

Production: 2,521 cases

Vintage: 2017

Size of can: 375 ml

Cans per case: 24

TA: 5.4 g/L

pH: 3.7

Alcohol by Volume: 13%

Degree of fizz: <.392 g/100 ml CO₂

Residual Sugar: 1.3 g/L

Cellaring: Drinkable upon release (June 2018),
2 years ageability

Serving Temperature: Moosely very, very cold
(40 °F.-ish)



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