

Obvious Wines

No 02 Bright & Crisp Sauvignon Blanc

THE FACTS

COUNTRY: France

REGION: Loire

APPELLATION: IGP Val de Loire

THE STORY

Created by reformed “wine-snob” originally from Champagne, France, founder Brice Baillie noticed a gap between an overall growing interest and love for Boutique, Vegan & Eco-friendly wines, yet high level of intimidation towards selecting and discussing them.

In 2018, he decided to create an accessible and playful brand that still checked all the necessary boxes of high-quality, eco-conscious wine. So, he got to work cold-calling wineries in California to identify those who were open to partnerships and met his criteria. Eventually, he got a bite, and Obvious Wines was born.

THE ADJECTIVES

OVERALL: Bright & Crisp

AROMAS / FLAVORS: Citrus, stone fruit, mild herbaceous notes, lemon, lime, grapefruit, nectarine

MOUTHFEEL: Zesty with subtle minerality

THE SELLING POINTS

SUSTAINABILITY: Certified Sustainable, Vegan

PAIRINGS: Avocado salad, pasta primavera, sushi

