



## 2022 KOUKOU

**THE STORY:** KouKou is the textbook definition of a Broc red: Organically-grown grapes, fresh acidity, and winemaking that sometimes flouts convention to accentuate a wine's best qualities. The key to the KouKou is the whole cluster fermentation, an atypical winemaking style when first harvested Cabernet Franc in 2010. We still make it this way today and love how it captures the grape's bright and fresh characteristics. This focus on making a refreshing wine is a foundational style we emulate in making all of our red wines – they're meant to pick you up, never weigh you down. The grapes were harvested from Santa Ynez Vineyard just outside of Santa Barbara in Happy Canyon. After harvest, the Cabernet Franc underwent carbonic, whole cluster fermentation in stainless steel tank, before being pressed and aged in neutral barrique for nine months. Ready to drink now or briefly age. Enjoy this vintage on the cooler side of cellar temperature.

**FUN FACT:** KouKou is our play on the fun French greeting "coucou".

**VARIETIES:** 100% Cabernet Franc

**VINEYARD:** Santa Ynez Vineyard

**ALCOHOL:** 12%

**TOTAL PRODUCTION:** 438 cases

*Our goal in making wine is to bring out the natural expression of the grape. We use organically grown grapes and harvest early for healthier grapes that retain their good acidity. This often results in lower alcohol wines and the lower Brix (sugar content) at harvest, which allows for easier fermentations. All Broc wines are made using spontaneous fermentation, which means only native yeasts and bacteria that exist on the grapes are used to make the wine. We may add a minimal amount of sulphur at bottling depending on the year, wine and style. We never add sulphur during fermentation and aging.*

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