



Zinfandel & Cabernet Sauvignon
Napa • Sonoma • California

USA Wine Export License: CA-P-10032 since 2004



Unlimited Volumes • Value Wines from California

 VIRADA_CALIFORNIA  WWW.VIRADA.COM  EXPORT@VIRADA.COM



PROPER 2018
Cabernet Sauvignon • 750ml
12.9% alc/vol

The hero of my tale, with all the peace of my soul, whom I have tried to portray in all his beauty, who has been, is, and will be beautiful, is Truth.
— Leo Tolstoy 1855



FACE VALUE 2018
Cabernet Sauvignon

Abstinence I do not approve. Dissoluteness I do not forbid. Eat, drink and merrily. But remember that the wise fly settles on the sugar and not on the honey.
— Ghalib, 1854



the truth as it is 2018
Cabernet Sauvignon

Truth is one: the wise call it by various names.
Rig Veda
Mandala One - 1.164.46

Proper / Face Value / The Truth

2024

Improved Quality Value Brands

Merlot	\$ 115 / Case
Red Wine	115
Zinfandel	115
Pinot Noir	122
Cabernet Sauvignon	135
Sauvignon Blanc	108
Chardonnay - Mild Oak	112

Prices: FCA, Port of Oakland (domestic transportation to port inclusive)

MOQ: 168 Cases per label Case: 12 bottles / 750 ml approx 16 kg

Labels can be translated into other languages upon order

Importers: **Unlimited Volumes with Advanced Orders**

Please contact for all other applicable details including current vintages

All PRICES stated above sunset **February 01, 2025**

VIRADA

8 personages



8 varietals

NAPOLÉON III ✦ LE SECOND EMPIRE

France's Imperial Pedigree



Faux-Bordeaux 1855 Brand

2024

This fascinating royal brand highlights the majestic imperial pedigree of France which birthed our modern world in literature, fashions, cosmetics, arts and sciences. The 1855 Classification of Bordeaux is the recognized hallmark of modern wines forever noted in wine publications. These wines are an homage to this important era and its key leading characters for high profile market recognition. The brand is an overdue tribute to Bordeaux with its indelible impact for excellence with a fresh perspective on imperial wines. Each varietal has its own face to remember with an alluring yet distinguished French motif.

The wines listed below are affordable yet of higher quality without the exorbitant chateaux prices from the real thing: Bordeaux of France. Introducing this brand will prove to be sharp and enlightened. Without doubt, the brand will catch the attention of curious consumers worldwide and will be widely welcomed table companions in homes or hospitality venues:

Cabernet Sauvignon - Napoléon III	\$ 320 / Case
Cabernet Franc - Baron Haussmann	285
Merlot - Prince Napoléon Jérôme	275
Pinot Noir - Duc de Morny	298
Red Wine - Louis Pasteur	275
Zinfandel - Alexandre Dumas <i>fils</i>	275
Sauvignon Blanc - Marie Du Plessis	200
Chardonnay - Cora Pearl	220

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Labels currently in Chinese, English and French

Prices: FCA, Port of Oakland (domestic transportation to port inclusive)

MOQ: 56 Cases per label Case: 12 bottles / 750 ml approx 16 kg

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VIRADA

The truth is ^{tastier} ~~stranger~~ than fiction.

Pour le Peuple

 Virada_California
 www.virada.com
 export@virada.com



Pour Le Peuple Brand

2024

The brand was created to attract and focus attention to the unique legacy of France, making the wines not intimidating but rather more inviting for today's inquisitive and intelligent consumer. This brand is worthy of any importer to add to their portfolio who is daring to showcase a masterstroke brand so remarkably different than the rest. This brand is not for inconsequential indifferent importers not willing to take measured risk but, instead, for those bright and bold to take a lead — make a charge in their selections ahead of their indecisive competitors. *Pour le Peuple* is made to make its mark in the world and the opportunity is now.

These wines are geared for those inquisitive souls that are willing to expose themselves to the French experience while shrewdly deflecting the full cost to do so. With classic French art and playful brand name, the wines offer the pretentious veneer sought for establishing prestige and status, conferring a modicum of recognized pedigree so cherished by wine consumers. **France's art plus history is front and center as a key advantage.** Each bottle can be perceived as an emulation of an *objet d'art* that give rise to consumer's misty French fantasies.

Cabernet Sauvignon - Les Batignolles 1870	\$ 400 / Case
Merlot - L'Abolition 1848	288
Pinot Noir - Napoléon 1808	320
Syrah - Paris en 1870	360
Red Wine - Mission Civilisatrice	340
Sauvignon Blanc - La Perle 1862	230
Chardonnay - La Naissance de Vénus 1863	260

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California's Finest Wine Exporter



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