



c/o Cosentino Signature Wineries  
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Exceptional Wines  
Blended in the Bordeaux Tradition



the  
**MERITAGE**  
Association

EXCEPTIONAL WINES BLENDED  
IN THE BORDEAUX TRADITION

While most wines are named  
after a single grape variety,

*Meritage* wines represent

the highest form of the  
winemaker's art — blending.



EXCEPTIONAL WINES BLENDED IN THE BORDEAUX TRADITION

❖ What is Meritage wine?

**Meritage** wines are handcrafted, red or white wines blended from the “noble” Bordeaux grape varieties. A **Meritage** wine is considered to be the very best of the vintage.

❖ Why was the association founded?

Most wines are varietal wines, named after the grape variety that comprises at least 75% of that wine. For example, a “Cabernet Sauvignon” labeled as such must be made from 75%-100% Cabernet Sauvignon grapes.

Many winemakers, however, believe the 75% varietal requirement does not necessarily result in the highest quality wine. And the generic name for wines with less than 75% of a grape varietal, “table wine,” does not convey quality.

In 1988, a group of American vintners established a new wine category, **Meritage**, to help consumers identify wines that represent the highest form of the winemaker’s art — blending — and to distinguish these wines from so-called “table wines.” To legally use the word **Meritage** on a wine label, a winery must be a member of the **Meritage** Association.

❖ From where did the word **Meritage** come?

**Meritage** is an invented word that combines “merit” and “heritage,” and rhymes with the latter. It reflects the outstanding quality of the grapes and the centuries-old French tradition of blending wines.

❖ Can any blended wine be a **Meritage**?

No. To obtain a license to use the **Meritage** name, the wine must be a blend of at least two of the traditional red or white Bordeaux grape varieties. No single grape variety can make up more than 90% of the blend.

❖ Which grape varieties are allowed?

The red “noble” Bordeaux varieties are Cabernet Sauvignon, Merlot, Cabernet Franc, Malbec, Petit Verdot, and the rarer St. Macaire, Gros Verdot and Carmenère.

The white “noble” Bordeaux varieties are Sauvignon Blanc, Sémillon and the rarer Sauvignon Vert.

❖ Where are **Meritage** wines sold?

The **Meritage** Association’s website ([www.meritagewine.org](http://www.meritagewine.org)) includes a growing list of restaurants and retailers who have separated **Meritage** wines on their lists and shelves so wine lovers can find them more easily. Our website also includes a list of more than 150 wineries from around the world that produce **Meritage** wines.

❖ Don’t many wineries use fanciful names rather than “**Meritage**?”

Yes, some wineries producing high quality Bordeaux blends use proprietary names in addition to, or instead of, **Meritage**.