


EGRI BIKAVÉR  
*THE ORIGINAL*  
BULLS BLOOD

Combining contemporary taste  
and centuries of tradition.





# EGRI BIKAVÉR

## THE ORIGINAL BULLS BLOOD

### THE WINE OF LEGEND

During a particularly fierce battle with Turks in the mid-16th Century, the defenders of the Hungarian town of Eger drank large quantities of their strong local wine, giving them courage and strength to overcome their enemy. The deep red wine spilled from their cups, staining their beards and armor, reinforcing the rumor that their bloodthirsty look was due to consumption of Bikavér, the Hungarian word for “bull’s blood”. Fearing such fierce opponents, the Turks retreated, and the town was liberated. Today’s wine bears the image of a bull, a proud memento of that 16th century victory.

### THE WINE OF PLEASURE

Produced in accordance with centuries-old tradition, Egri Bikavér is still a blend of noble and indigenous varietals, aged up to two years in oak barrels in volcanic stone cellars. The fierceness, however, has been tempered, so today’s wine is a delicious, dry red wine, as elegant as it is robust. It is a perfect accompaniment to bold foods—game, roasts, steaks, and all types of red meat dishes.

### SELLING POINTS

#### High Quality & Authenticity Guaranteed

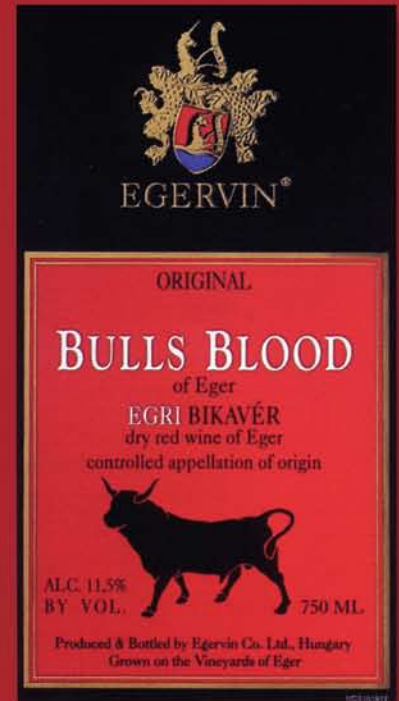
- Controlled Appellation of Origin: Eger, Hungary. This guarantees that all grapes are grown in the Eger region, with its quality controlled.
- Awards: Silver Medal, World Wine Championships; Winemaker Gál Tibor of Egervin set the standard for winemaking excellence in Hungary.
- Unique aging environment: The ancient cellar, constructed from tufa (locally quarried limestone), is one of the secrets of its quality.

#### Great Price/Quality Ratio & Unusual Blend

- 750 ml retails for under \$10
- Noble varietals—Cabernet and Merlot, with a distinctive Hungarian grape, Kékfrankos.

#### Delicious Aroma & Taste

- Color: deep garnet
- Aroma: concentrated fruit with overtones of oak
- Taste: full-bodied, velvety; rich in tannins, with a long finish



VARIETAL TYPE	BRAND NUMBER	PACK/ SIZE	PRODUCT PROOF	CASE WT. (LBS)	CASES/ PALLET	TIERS & CS/TIER	CASE SIZE	UPC CODE	SCC CODE
BULLS BLOOD	32504	12/750ML	12%	38.5	56	4/14	12.75Lx10Wx13H	0-86024-03895-3	100-86024-03895-0