Portugal, Alentejo | 2025

EN V*TTU TIIÄ VALKOVIINI

”Locked?”



Story

“I Don’t Fucking Know” is a Finnish phenomenon that has gained huge popularity on social media. It began in 2019 when two friends created the Instagram account @envittutiiaofficial just for their own amusement. The account quickly started gaining followers, and soon it had grown into a nationwide phenomenon. And it’s no wonder — the catchy slogans stem from thoughts and situations that are easy to relate to in everyday Finnish life. The expectations of family, studies, or the workplace can sometimes become overwhelming in this breathless world. At those times, it might be best to call a timeout and pour a glass of wine.

Producer

Norex Selected Brands is a Finnish family-owned company that has understood the preferences of Finnish beverage enthusiasts since 1981. Through its own brands, Norex Selected Brands produces high-quality alcoholic beverages for Finnish consumers. The products consistently maintain excellent quality, and the production process aims to incorporate environmentally friendly solutions.

COLOR Light straw yellow

AROMA The fruity aroma shows yellow plums, white currants, yellow apple, and a hint of ripe banana.

TASTE The taste is dry, elegantly fruity, with notes of yellow apple, lively acidity, long, and well-balanced.

TIPS FOR USE If opening a bottle of wine might also help open emotional locks, then this white wine is a good choice. Otherwise, I don’t fucking know. It pairs well with a friend who helps unlock things or with a distant ex you can criticize from afar. As for food, it goes particularly well with salty snacks (small or larger), white pizza, or cheesy pasta.

WINE TYPE	White wines
GRAPES	Antão Vaz Arinto Verdelho Viognier
MANUFACTURER	Norex Selected Brands
ALCOHOL CONTENT	12,5%
SUGAR CONTENT	4 g/l
PACKAGE SIZE	6 bottle(s)
BOTTLE CLOSING	Screw cap
BOTTLE SIZE	0,75 l
PRODUCT NUMBER	225052

Norex Responsibility Indicator: Norex Selected Brands

Norex requirements	Good	Very good	Excellent
Environmental friendliness			
Social responsibility	Fulfills Norex requirements, but we are waiting for more information...		
Administrative accountability			

Responsibility review has been conducted by Norex. Read more norex.fi/vastuullisuusmittari