RAGTAG

WINE CO.

BRAND GUIDELINE

Crafting small batch & single vineyard wines that celebrate the diversity of the Central Coast terroir. Welcome to Ragtag.

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WHO WE ARE

To create standalone wines with depth and personality, that are crafted to be shared with an eclectic group of friends and family.

THIS IS OUR PROMISE.

OUR STORY

In 2016, a dream was born. A sister and her younger brother, Sarah & Jeff, committed to creating a winery that represented their absolute best efforts. The goal was not just to create a winery, but to do something meaningful. In throwing themselves passionately at every detail of the business, Sarah and her husband, Deron, would be the owners, while Jeff would single-handedly tackle all aspects of winemaking, from grape to bottle.

By 2017, we'd built our production facility and had our first harvest. In combining Sarah's personal eclectic interests and the varied mix of wine thoughtfully crafted by Jeff from many Central Coast vineyards, Ragtag Wine Co. was born.

We believe the world would be quite boring if we all were the same—that it's our differences that make this world so interesting and wonderful. A bottle of wine is no different; much like the humans who drink them, no two are exactly alike. At Ragtag Wine Co., we celebrate this uniqueness that makes life so much more meaningful.

OWNERS

SARAH BREWER

As an entrepreneur and owner of multiple SLO-based businesses & winery muse, Sarah had the inspiration to create a winery and was the conceptual architect of Ragtag's origin. Sarah envisioned the concept and put the pieces together. She saw the serendipitous chance to pair her creative flair and business savvy with her younger brother's winemaking talent as simply meant to be and made it all happen. It has always been a dream of hers to express creative beauty through the art of winemaking with her brother.

DERON BREWER

As an Edna Valley-based entrepreneur, having owned local businesses for 20 years, Deron was inspired to create a winery that connects people in a meaningful way and to experience the flourishing creative process driven by Sarah and her brother Jeff.

WINEMAKER

JEFF HUSKEY

Jeff began his career in the local San Luis Obispo wine industry in 2008, and graduated from Cal Poly With a Bachelor's Degree in Wine and Viticulture with an Enology concentration in 2011. He has always found great satisfaction in creating something with his bare hands that he can be proud to call his own.

Our MENTALITY

HANDMADE, THOUGHTFUL, SMALL BATCH WINES.

We pay attention to the little things. We **invite the eclectic**.

Making small batch wines allows us to **take the utmost care** while overseeing the development of each grape varietal.

We **constantly strive for perfection** in all we do; a concept that is never quite attainable, yet always deserves **our foremost efforts**.

Our SOURCING

FROM AN ECLECTIC PATCHWORK OF VINEYARDS.

Hailing from some of **California's best vineyards** from the Edna Valley to Monterey County, we try to keep things close to home to **maintain our hands-on approach**.

But **we don't always follow the rules**; if we find high-quality grapes, we might **reach a little further** to get them.

Our PROMISE

YOU BRING THE INDIVIDUALITY, WE'LL BRING THE WINE.

We make wine to enjoy and to share **as a Ragtag bunch**.

Just as we are better off as a whole because of our individual differences, we create standalone wines with **depth and personality**.

Wines crafted to be shared with your eclectic group of friends and family. This is our promise.

OUR PERSONALITY

RAGTAG IS

- Fun, spontaneous, celebratory
- Detailed, hand-crafted, real
- Welcoming, warm, inviting
- Eclectic, unique, accepting

RAGTAG IS NOT

- Bland or generic
- Pretentious or stuffy
- Ordinary or predictable

OUR VOICE

INVITING + CELEBRATORY

We make wine because we love wine. We are passionate without taking ourselves too seriously. We want you to feel welcome, and to enjoy and share as much as we do.

TONE

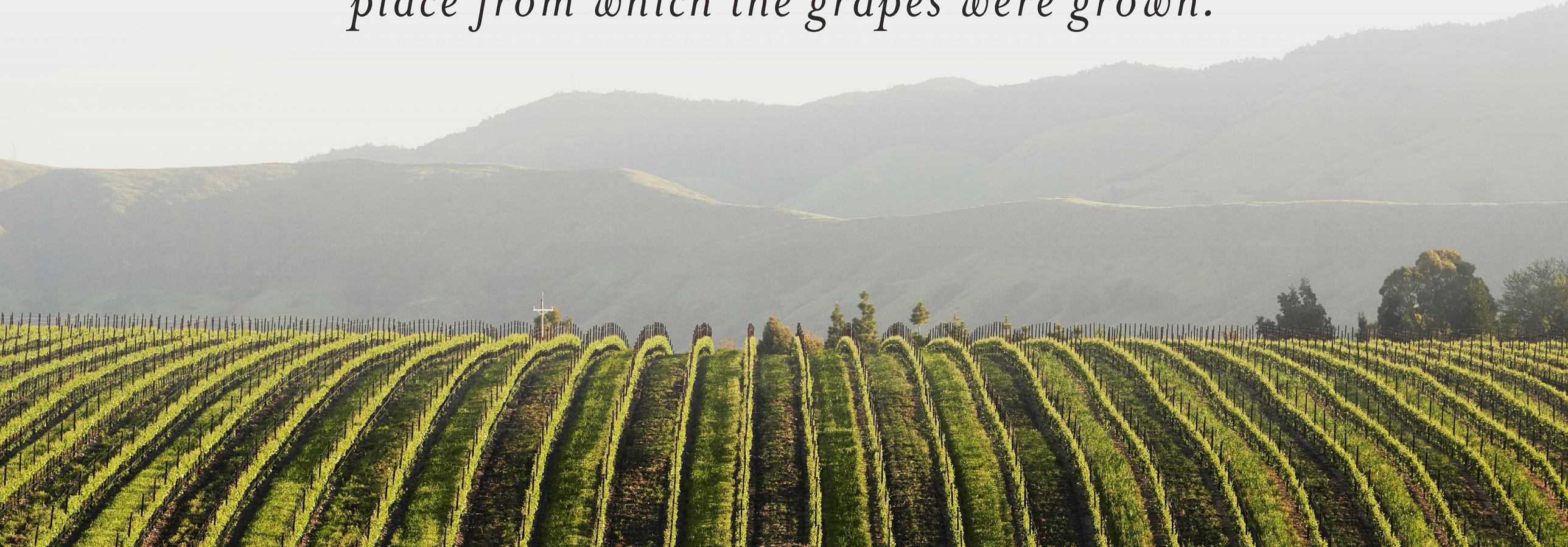
Celebratory
Passionate
Inviting
Personable
Real

KEYWORDS

Expressive
Spirited
Accepting
Honest
Hand-touched

OUR COLLECTION

Each of our wines is a truly unique expression of the place from which the grapes were grown.



LESS IS MORE

FROM THE LAND.

We source from a checkerboard of nearby coastal vineyards. Hailing from the Edna Valley to Monterey County, these are some of the best-known wine growing regions in California.

This accessibility is key, as it allows us to be more diligent during growing and harvest seasons.

THE GOAL IS TO GET AS MANY THINGS RIGHT AS POSSIBLE IN THE VINEYARD.

We strive to do only what is necessary to improve a wine's quality during winemaking.

OUR VINEYARDS

01 MORRO VIEW

Location: San Luis Obispo, CA

Characteristics: Albariño with its third leaf in 2019, making it the first harvestable year

Planting: Northwest by southeast on 9-15% slope

Soil: Tierra loam soils

02 SAN LUCAS

Location: Monterey County, CA

Characteristics: Chardonnay Clone 4 known for good yields. Freedom rootstock like well drained earth.

Climate: Warm July with record-breaking heat in September, leading to a spike in brix levels

Soil: Metz complex sandy loam soils

03 GREENGATE RANCH

Location: San Luis Obispo, CA

Characteristics: Pinot Noir Clone 777. 2017 was the fourth leaf for this vineyard, producing rich flavors.

Planting: North to south on 9-15% slope

Soil: Fertile Diablo and Cibo clay soils

04 BROHAUGH

Location: Paso Robles, CA

Characteristics: Petit Sirah with dark, dense and heavy clusters

Climate: Mild and wet spring, followed by an unusually warm and humid summer

Soil: Nacimiento-Los Osos complex soil

05 SPANISH SPRINGS

Location: San Luis Obispo, CA

Characteristics: Syrah from Block 6 has ripened fruit flavors & smoother mouthfeel, Block 9 has acidic, bolder tannins & tight mouthfeel,

Planting: Block 6 faces north to south. Block 9 faces northeast by southwest.

Climate: Heavy rains in the early season created good soil moisture for September heat

Soil: Sandy loam soils

06 MARGARITA RANCH

Location: Santa Margarita, CA

Characteristics: Petite Verdot & Malbec grown for exquisite fruit composition and organoleptic qualities

Planting: 36.3 acres grown in block 45 planted northwest by southeast on 9-15% slopes

Climate: Mild and wet spring, followed by an unusually warm and humid summer

Soil: San Andreas–Arujo complex soil

07 DOS ROBLES

Location: Paso Robles, CA

Characteristics: Cabernet Sauvignon, loosely-packed clusters with intensely flavored berries

Planting: 9-30% slopes

Climate: Mild and wet spring, followed by an unusually warm and humid summer

Soil: Nacimiento–Los Osos complex soil

OUR WINES

RAGTAG
WINE CO.
ROSÉ WINE
RAGTAG
WINE CO.
ALBARIÑO
RAGTAG
WINE CO.
CHARDONNAY
RAGTAG
WINE CO.
PINOT NOIR
RAGTAG
WINE CO.
PETITE SIRAH
RAGTAG
WINE CO.
SYRAH
RAGTAG
WINE CO.
MALBEC
RAGTAG
WINE CO.
CABERNET SAUVIGNON
RAGTAG
WINE CO.
MERITAGE

ROSÉ

2019

TECHNICAL DETAILS

CLONE
Davis clone 1 - An early ripening clone with loose clusters and soft skins that create spicy, concentrated flavors.

HARVEST DATE
September 19th

AVERAGE BRIX
21.9

ALCOHOL
13.5

PH / TA AT HARVEST
3.6 / 5.01 g/L

FINAL PH / TA
3.2 / 6.75 g/L

CASES PRODUCED
208

AGING
100% stainless steel for 4 months

ADDITIONAL DETAILS

TASTING NOTES
Aromas of guava, strawberries, and fresh peaches. Citrusy flavors, slightly tart, light bodied with a lively, crisp finish.

ABOUT THE VINEYARD
Santa Margarita Vineyard. Existing as its own sub-appellation, this vineyard has a distinctive terroir all to itself. These Syrah vines are grown in an amalgam of soil consisting of river-derived alluvium mixed with volcanic sand. On slopes between 9 and 15 percent, block 47 delivers grapes with rich flavors and intricate aromas.

GROWING SEASON
Thanks to a colder winter, a mild spring and only a few summertime heat spikes, the 2019 growing season felt like a return to the norm. The year's relatively gentle growing season, the later harvest and seasonably mild weather provided longer hang time for the grapes on the vine. Longer hang time – under these near-perfect conditions – allowed grapes to evenly develop rich color and more complex flavors.

WINEMAKING
To avoid extracting herbaceous characters while also encouraging fruit intensity, the Syrah grapes were first destemmed and then pressed very lightly. A 24-hour cold settling cleaned the juice up nicely before yeast was added. Fermentation was kept between 48- and 54 degrees Fahrenheit using a Bayanus yeast strain which tolerates lower temperatures. The 27-day fermentation progressed very slowly, producing rich and fragrant aromatics.

ALBARIÑO

2018

TECHNICAL DETAILS

CLONE
Clone 1 - known for high acidity

HARVEST DATE
September 11th

AVERAGE BRIX
22.1

ALCOHOL
13.6%

PH / TA AT HARVEST
2.97 / 9.1 g/L

FINAL PH / TA
3.31 / 6.9 g/L

CASES PRODUCED
264

AGING
100% stainless steel for 4 months

ADDITIONAL DETAILS

TASTING NOTES

Peaches, lychee, melon on the nose, very intense aromatics. Bright acidity, very lively. Light bodied with a sharp finish.

ABOUT THE VINEYARD

Neighboring Greengate Ranch and Vineyard, Morro View Vineyard sits in-between Orcutt Road and HWY 227 in Edna Valley. Gentle rolling hills that consist of Tierra loam soils produce grapes with intense aromatics. 6 acres of Albariño is grown that varies roughly between 9 and 15 percent slope, with rows-oriented Northwest by Southeast. A 2016 planting, these vines were on their third leaf in 2019, making it their first harvestable year. Despite being juvenile vines, the clusters they've yielded produced intense, highly aromatic wine with excellent acidity.

GROWING SEASON

May and June were particularly cool months, but a heat wave in July and August sparked vigorous growth. The grapes began to show signs of sunburn in late August due to high heat and poor leaf cover. Young vines tend to produce smaller canopies until they get further established, this aided in my decision to pick a little early to avoid sunburn which causes browning of the skins.

WINEMAKING

The Albariño received a direct whole-cluster press, separating any juice yielded above 1 bar (about 15psi) to reduce acidity. The skins are where most grape acids reside, so by pressing lightly, we received a lower yield but with better tasting juice. The juice was then cold fermented by keeping it between 52- and 60-degrees Fahrenheit to help preserve volatile esters which enhanced the aromatic intensity. This process lasted nearly a month. A small amount of very lightly toasted oak chips were added during fermentation to add further complexity to the nose.

CHARDONNAY

2017

TECHNICAL DETAILS

CLONE
Clone 4 - known for rich, tropical fruit characteristics. Barrel fermentation enhances pronounced creamy characters.

HARVEST DATE
September 18th

AVERAGE BRIX
23.0

ALCOHOL
14.1%

PH / TA AT HARVEST
3.31 / 5.62 g/L

FINAL PH / TA
3.29 / 6.7 g/L

BARRELS PRODUCED
10

CASES PRODUCED
248

AGING
Aged for 15 months on the lees. 30% new American oak barrels—medium toast, 70% neutral oak barrels.

ADDITIONAL DETAILS

TASTING NOTES
Butterscotch, apricot, caramel, vanilla, Créme Brule. Scent and taste of green apples. Medium bodied with a spicy, peppery finish.

ABOUT THE VINEYARD
Our Chardonnay was grown in the San Lucas AVA of Monterey County. Freedom rootstock, known for its preference for well-drained earth, was planted on "Metz complex sandy loam" soils. Clone 4, sometimes referred to as the workhorse, is consistent in producing great quality wines at good yields.

GROWING SEASON
Rain in the winter caused excellent root flush while mild spring weather allowed for a promising bloom. A warm July and record-breaking heat in September caused a spike in brix levels. Yields were light to average producing substantially high-quality Chardonnay.

WINEMAKING
Whole cluster press directly into tank. After settling, it was racked into barrels where yeast was added, and fermentation ensued. Three weeks later the fermentation was complete, and the yeast cells began to settle to the bottom of the barrel, farming lees. These barrels were never racked, but instead stored on the lees for 15 months and stirred every two months to reintroduced the yeast cells into the wine. This aging method known as "sur leis" was used to produced a wine with a creamier, thicker mouthfeel.

PINOT NOIR

2017

TECHNICAL DETAILS

CLONE
Dijon clone 777; known for being dark and rich in comparison to other clones of Pinot Noir

HARVEST DATE
August 26th

AVERAGE BRIX
24.6

ALCOHOL
14.3%

PH / TA AT HARVEST
3.61 / 5.63 g/L

FINAL PH / TA
3.58 / 5.79g/L

BARRELS PRODUCED
11

CASES PRODUCED
264

AGING
Aged for 14 months in 18% once-filled French oak, 18% new French oak -Light Toast - Extra Fine Grain -36 month seasoning, 64% neutral barrels.

ADDITIONAL DETAILS

TASTING NOTES

Blueberries, plumbs, spiced raspberries and vanilla on the nose. Fruit-forward and smooth with soft tannins. Medium-bodied with a medium-length finish. Very elegant.

ABOUT THE VINEYARD

Greengate Ranch and Vineyard is located at the corner of HWY 227 and Corbet Canyon road, just 5 miles from us at Ragtag Wine Co. Everything about Greengate Ranch and Vineyard is immaculate; from the way the vines are trained to the accompanying water storage ponds used for irrigation. Our 777 clone of Pinot Noir is grown on a 4 acre block that exists just at the top of a subtle 9 to 15 percent slope with good drainage. Rows facing North to South are grown in fertile Diablo and Cibo clay soils that produce grapes rich with flavor. These vines were planted in 2013, making our 2017 vintage their fourth leaf. We're very excited to continue making Pinot from this vineyard and experience its flavor development as the vines age into maturity.

GROWING SEASON

Harvest began a few weeks earlier than recent years. Overall, the season ran two to three weeks later than 2016 due to heavy rainfall with delayed bud break. Heavy rains resulted in increased botrytis and mildew pressure, but also provided vigorous shoot growth that balanced the crop load and canopy. Vines fared well during the September heat spike, which had a shorter duration in SLO than in many other regions. Good soil moisture helped mitigate the effects of the heat, while crops showed good flavor development with a little less acidity than usual.

WINEMAKING

We practiced strict anaerobic winemaking techniques during crush by using dry ice during a 3-day cold soak, this prevented any oxygen uptake in the destemmed grapes and juice. Next, we used a special strain of yeast called Torulaspora delbrueckii, which works in conjunction with typical wine yeast strains up until about 9% alcohol, at which point it dies off from alcohol toxicity and the primary yeast finishes the fermentation. This unusual yeast strain was used to enhance the wine's complexity as well as to increase viscosity and fullness on the palate. After a very gentle pressing, we selected some special barrels to impart just the right hint of oak: some cool climate series, extra fine grain French oak barrels that were seasoned for 36 months in Monthureux sur-Saone of Northeastern France.

PETITE SIRAH

2017

TECHNICAL DETAILS

CLONE
Unidentified; little, if any, clonal research has been done on this variety.

HARVEST DATE
September 28th

AVERAGE BRIX
24.4

ALCOHOL
14.3%

PH / TA AT HARVEST
3.45 / 4.86 g/L

FINAL PH / TA
3.48 / 6.5 g/L

BARRELS PRODUCED
9

CASES PRODUCED
218

AGING
Aged for 18 months. 18% once-filled French oak, 18% new American oak - Profile 61 Toast, 64% neutral barrels.

ADDITIONAL DETAILS

TASTING NOTES
Blueberry, blackberry, clove, licorice, spiced cherries, tobacco, boysenberry pie, pumpkin pie. Medium bodied with a slightly tart, spicy finish.

ABOUT THE VINEYARD
Our Petite Sirah was grown at a site formerly named Brohaugh Vineyard in the El Pomar district of Paso Robles. Block 5 of this vineyard harbors 1.9 acres of Petite Sirah that grows on a 20% slope of Nacimiento-Los Osos Complex soil. These vines produce dark, dense and heavy clusters of Petite Sirah; some weighing in at over 2 pounds! A VSP (vertical shoot positioned) trellis provides good ventilation and optimal sunlight penetration to grow dark fruit without allowing for any mold or bunch rot.

GROWING SEASON
Spring was mild and wet followed by a period of unusually warm and humid weather that resulted in sporadic downy mildew on Central Coast vineyards. Warm weather during most of the growing season, coupled with drought-busting rains, created vigorous growth and more clusters per vine. A nine-day heat spike in late August pushed picking decisions ahead of schedule. The fruit showed great intensity, with lower brix levels and higher acids than normal.

WINEMAKING
After destemming into four 1.5-ton fermenting bins, we gave the Petite Sirah a longer than typical five-day cold soak in order to extract as much flavor and color as possible. This involved keeping the must (destemmed grapes and juice) below 40 degrees Fahrenheit in order to inhibit native yeast growth while also allowing a longer period of skin contact. After adding yeast on the fifth day, a 10-day fermentation ensued. A full secondary malolactic fermentation helped to soften the palate and lower the acidity just a tad. WeI picked out some extended-toast, profile 61 barrels, known to be mild on the palate but integrate well with fruit-focused wines.

SYRAH

2017

TECHNICAL DETAILS

CLONE
24% Alban - produces wines with smooth tannins and mid to high acidity

76% 383 - produces wines with big, heavy tannins and a firm structure.

HARVEST DATE
October 18th

AVERAGE BRIX
25.3

ALCOHOL
15.4%

PH / TA AT HARVEST
3.27 / 6.07 g/L

FINAL PH / TA
3.4 / 6.56 g/L

BARRELS PRODUCED
10

CASES PRODUCED
262

AGING
Aged for 18 months. 18% once-filled French oak, 18% new American oak - Profile 61 Toast, 64% neutral barrels.

ADDITIONAL DETAILS

TASTING NOTES
Boysenberries, dark chocolate cordial cherries. Deep, dark fruits, vanilla, oak. Velvety and smooth, full bodied, a hint of spice on the finish.

ABOUT THE VINEYARD
Just 2 miles from the Pacific Ocean, on Price Canyon Road, sits Spanish Springs Vineyard. Our Syrah comes from a combination of clones and blocks in this vineyard; Alban clone from block 6 and clone 383 from block 9. Cool nights and daily temperatures moderated by the Pacific create grapes with very good acidity and color retention. Both blocks were planted in 2007 on separate hillsides of the vineyard. Block 6 (Alban) has rows facing North to South and tends to ripen a little faster than Block 9 (383) because it gets more sunlight penetration into the canopy. Due to the sunlight, this leads to more ripened fruit flavors and a smoother mouthfeel in the finished wines that it creates. Block 9 has rows facing Northeast by Southwest, allowing slightly less sunlight exposure to the clusters. This produces more acidic wines with bolder tannins and a tight mouthfeel.

GROWING SEASON
Harvest began a few weeks earlier than recent years. Overall, the season ran two to three weeks later than 2016 due to heavy rainfall with delayed bud break. Heavy rains resulted in increased botrytis and mildew pressure, but also provided vigorous shoot growth that balanced the crop load and canopy. Vines fared well during the September heat spike, which had a shorter duration in SLO than in many other regions. Good soil moisture helped mitigate the effects of the heat, while crops showed good flavor development with a little less acidity than usual.

WINEMAKING
After sorting and destemming into 4, 1.5-ton fermenting bins, this Syrah was given a 3-day cold soak. Typically, we cold soak the destemmed grapes and juice to extract more color from the skins, but in this case, it was solely to allow a proper amount of time for laboratory analysis. After an 11-day fermentation, we used our membrane press to get all of the remaining wine out of the skins and began to encourage malolactic fermentation (MLF) by warming it in tank. A complete MLF helped to soften the sharp acidity that came with this fruit. Our Syrah always has higher than average acidity because it stays so cool by the Pacific. It was our goal to accentuate the fruit of this wine with subtle oak notes, so we chose some profile 61 barrels. These are toasted in a way that imparts fruit and vanilla notes with a subtle impact.

MALBEC

2017

TECHNICAL DETAILS

CLONE
Clone 9 - AKA French clone COT 180, produces high yields with more even clusters than clones 1,3 or 6.

HARVEST DATE
October 23rd

AVERAGE BRIX
24.8

ALCOHOL
14.7%

PH / TA AT HARVEST
4.15 / 3.76 g/L

FINAL PH / TA
3.65 / 6.52 g/L

BARRELS PRODUCED
10

CASES PRODUCED
248

AGING
Aged for 18 months. 18% once-filled French oak, 18% new American oak - Medium Toast, 64% neutral barrels.

ADDITIONAL DETAILS

TASTING NOTES
Very floral, violets, strawberry puree, jasmine, plums and cedar on the nose. Full bodied with a silky texture. Medium length finish.

ABOUT THE VINEYARD
Located about 5 miles east of the town of Santa Margarita, sits Margarita Vineyard. This vineyard is truly unique in that it receives enough heat to create a big Paso tasting Bordeaux varietal without as much risk of overheating the grapes. It receives fewer total degree days, so fruit ripeness comes later in the season that typical Paso Robles Bordeaux varieties. Our Malbec comes from the 36.3 acres grown in block 45 of this vineyard. Rows oriented Northwest by Southeast grow on "San Andreas Arujo complex" soil with "9 to 15 percent slopes". Block 45 produces Malbec with exquisite fruit composition and organoleptic qualities.

GROWING SEASON
Spring was mild and wet followed by a period of unusually warm and humid weather that resulted in sporadic downy mildew on Central Coast vineyards. Warm weather during most of the growing season, coupled with drought-busting rains, created vigorous growth and more clusters per vine. A nine-day heat spike in late August pushed picking decisions ahead of schedule. The fruit showed great intensity, with lower brix levels and higher acids than normal.

WINEMAKING
For our Malbec, we wanted the grape skins to be in contact with their juice for as much time as possible without an extended maceration. Destemming into one of our open top 2,000-gallon stainless steel tanks helped us achieve this by having a larger mass of grapes together during cold soak rather than several smaller bin fermentations. Sixteen days after inoculating with yeast, the fermentation was complete. To avoid masking the graceful fruit of this wine, it was aged in medium-toast French and American oak barrels to accentuate the fruit while also adding a hint of umami character to the palate.

CABERNET SAUVIGNON

2017

TECHNICAL DETAILS

CLONE
Clone 8, fruit is perceived first followed by hints of herbal notes.

HARVEST DATE
October 11th

AVERAGE BRIX
24.6

ALCOHOL
14.7%

PH / TA AT HARVEST
3.88 / 3.3 g/L

FINAL PH / TA
3.45 / 7.1 g/L

BARRELS PRODUCED
10

CASES PRODUCED
234

AGING
Aged for 18 months. 18% once-filled French oak, 18% new American oak-Heavy Toast, 64% neutral barrels.

ADDITIONAL DETAILS

TASTING NOTES
Bright cherries, cassis, vanilla, allspice, a hint of cedar on the nose. Full bodied, spicy, tannic and dry with a lengthy finish. This wine will age well for 5 to 10 years plus.

ABOUT THE VINEYARD
Our Cabernet Sauvignon was grown at Dos Robles vineyard in the El Pomar region of Paso Robles. The vines here were planted in 1994 and are beginning to resemble miniature tree trunks. Rooted in Nacimiento - Los Osos Complex soil with 9 to 30 percent slopes, these vines produce loosely packed clusters with intensely flavored berries.

GROWING SEASON
Spring was mild and wet followed by a period of unusually warm and humid weather that resulted in sporadic downy mildew on Central Coast vineyards. Warm weather during most of the growing season, coupled with drought-busting rains, created vigorous growth and more clusters per vine. A nine-day heat spike in late August pushed picking decisions ahead of schedule. The fruit showed great intensity, with lower brix levels and higher acids than normal.

WINEMAKING
We sorted and destemmed our Cabernet Sauvignon into one of our larger, 2000-gallon fermentation vessels and used the tanks' cooling jackets to lower the temperature down to 38° Fahrenheit. Having the entirety in one tank, rather than in several smaller fermentation bins, forced the yeast to populate and build heat more slowly. This led to more skin contact time with a longer overall fermentation. Pumping the juice from the bottom of the tank back over the top of the skins twice daily helped to further extract flavor and color. Fifteen days after inoculating with yeast, the fermentation was complete. Our first taste of this wine at its early stages showed great intensity with big, bold tannins. We encouraged MLF to soften the mid-palate a bit and selected some heavy toast barrels to compliment this enormous wine.

MERITAGE

2017

TECHNICAL DETAILS

HARVEST DATE
Cabernet Sauvignon - October 11th
Malbec - October 23rd
Petite Verdot - September 30th

AVERAGE BRIX
24.6

BARRELS PRODUCED
11

FINAL PH / TA
3.61 / 6. 7 g/L

ALCOHOL
14.4%

CASES PRODUCED
268

VARIETAL BLEND
37% Cabernet Sauvignon, 36% Malbec, 27% Petite Verdot.

AGING
Aged for 18 months in 25% new French oak, 15% new American oak and 5% Eastern European (Hungarian) oak barrels. 55% neutral barrels.

ADDITIONAL DETAILS

TASTING NOTES
Very complex aromas, mainly strawberries. Aromas of black currant, French oak and vanilla. Full bodied, silky texture with a hint of spice. Finish is lengthy.

ABOUT THE VINEYARD
This Meritage blend consists of three different grape varieties grown at two separate vineyards. Both the Petite Verdot and Malbec were grown at Margarita vineyard in Santa Margarita, while the Cabernet Sauvignon was grown at Dos Robles vineyard in the El Pomar region of Paso Robles.

GROWING SEASON
Spring was mild and wet followed by a period of unusually warm and humid weather that resulted in sporadic downy mildew on Central Coast vineyards. Warm weather during most of the growing season, coupled with drought-busting rains, created vigorous growth and more clusters per vine. A nine-day heat spike in late August pushed picking decisions ahead of schedule. The fruit showed great intensity, with lower brix levels and higher acids than normal.

WINEMAKING
We started by selecting some topnotch barrels before ever seeing the fruit. A relatively new procedure is to toast the barrels using infrared light rather than an open flame, allowing for a much higher margin of precision during toasting along with a lower impact of smokiness on the finished wine. After scrutinous bench trials, we created this blend in the spring of 2018 using only the best barrels of each variety it contains. We love the strength of the Cabernet Sauvignon and Petite Verdot that make up the backbone, along with the velvety texture that was added by the Malbec. An additional racking during ageing introduced a small amount of oxygen to this blend that it otherwise would not have received, further softening its tannins and adding more of a brick-red hue to the color.

STYLE GUIDE

LOGOMARKS

PRIMARY LOGOMARK

PRIMARY SMALL LOGOMARK

ORNATE CIRCLE MARK

TYPOGRAPHIC CIRCLE MARK

ICONOGRAPHY

LOGOMARK VARIATIONS

TWO COLOR
LOGOMARK

LIGHT SINGLE COLOR
LOGOMARK

DARK SINGLE COLOR
LOGOMARK

PRINT TYPOGRAPHY

Mrs Eaves font family is the primary brand font.

Bold

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY
HEADLINE FONT

Roman

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

SECONDARY &
BODY FONT

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

ACCENT FONT
QUOTES, CALLOUTS

WEB TYPOGRAPHY

Quiche Flare Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY HEADLINE FONT

Lato Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

SECONDARY & BODY FONT

PRINT COLOR PALETTE

PANTONE: Warm Gray 1 C
HEX: #ded5c9
CMYK: 0 4 9 13
RGB: 222 213 201

PANTONE: 7505 C
HEX: #86674f
CMYK: 0 23 41 47
RGB: 134 103 79

PANTONE: 4635 C
HEX: #8b502d
CMYK: 0 42 68 45
RGB: 139 80 45

PANTONE: Black C
HEX: #2d2926
CMYK: 63 62 59 94
RGB: 45 41 38

KURZ FOIL: LUXOR 348
[FOR PRINT APPLICATIONS WHEN FOIL IS AVAILABLE]
*match a similar copper color if foil is not available

Textures and tones to be used for universal brand materials like kraft boxes, t-shirts, and apparel.

WEB COLOR PALETTE

Deep Violet
HEX: #2B193F
RGB: 43 25 63

Primary Rust Red
HEX: #623112
RGB: 98 49 18

Copper Red
HEX: #893E20
RGB: 137 62 32

Dark Tan
HEX: #B27743
RGB: 178 119 67

Gold
linear-gradient (#8D5027 1%, #CB9552 27%, #D7B189 76%, #9C530D 100%)

Black
HEX: #00000
RGB: 0 0 0

Medium Tan
HEX: #B3906C
RGB: 179 144 108

Light Tan
HEX: #DCD1BA
RGB: 220 209 186

Paper Tan
HEX: #F6EEDE
RGB: 246 238 222

Linen Tan
HEX: #F7F3EA
RGB: 247 243 234

Tan Background Pattern

Violet Background Pattern

Rust Metal Background

Wood Background

Ornate Background Pattern

RAGTAG

WINE Co.