



FACE VALUE

2018 - CALIFORNIA RED WINE

As the world gets more complex than ever, there has been a desire to simplify to make things easier. However, the overwhelming nature of our times can't simply be distilled into a set of statistics. Individuals are trained to hit certain milestones to impress—to have a high 'face value'. But the reality is that each person has more worth than can ever be summed up on a piece of paper or into a number; letting someone's substrate emerge to the surface will allow them to show their true value. Regardless of zip code, net worth, or some other made up statistic, every person has something to contribute. It is our responsibility as a whole to empower and unlock that potential.

There are 96 different labels, all of which depict a person with true value.

Winemaker's Notes

The wine pours with a luminescent purple rim and a deep ruby core, accompanied by aromatics of ripe black plums, juicy blue fruits and a hint of chaparral. The palate is vibrant and layered with notes of raspberry pie, black cherry, briar fruits and a touch of white pepper. The long drying tannins and lengthy acid allow the wine to age gracefully for many years.

Blend

Cabernet Sauvignon, Syrah, Malbec

Maturation

Aged 13 months in French Oak, 10% New

Alc/Vol

15.8%

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