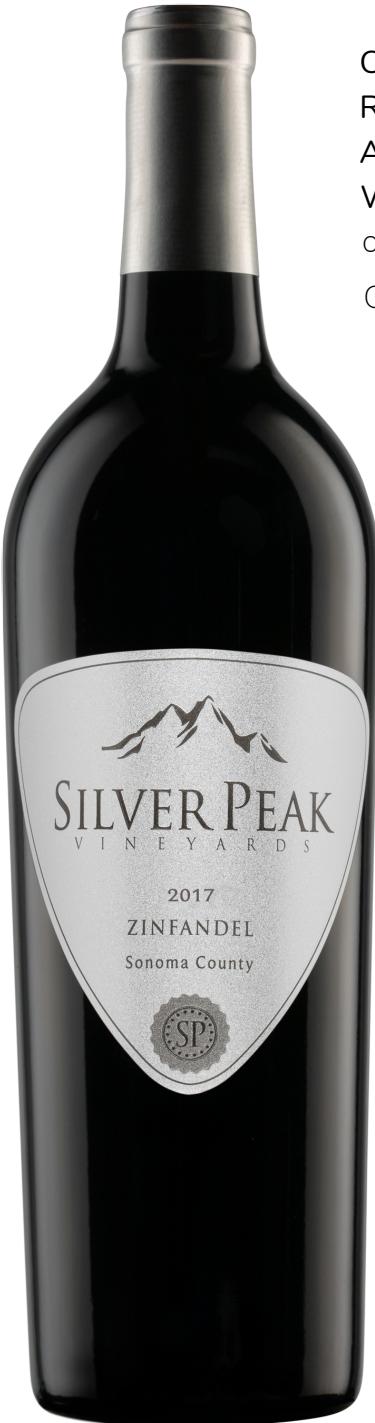


Silver Peak Zinfandel

THE FACTS



COUNTRY: USA - CA

REGION: Sonoma County

APPELLATION: Sonoma County

WINEMAKING: Stainless steel fermentation at 90°; daily pump over.

Composition: Zinfandel, Barbera

ALCOHOL BY VOLUME: 13.5%

AGING: 18 months in American oak barrels

THE STORY

Premium North Coast vineyards in Sonoma, Napa, Mendocino and Lake counties provide the fruit for Silver Peak, named for a mountain in California's Sierra Nevada range. The distinctive label shape and mountain top artwork create a strong, upscale shelf and table presence. Estimated retail prices fit the fast growing, mid-teens category with wine quality that consistently offers outstanding values for discerning wine lovers.

THE ADJECTIVES

OVERALL: Sweet & Spicy

AROMAS / FLAVORS: Jammy with notes of Spice & Pepper

MOUTHFEEL: Long Lasting Finish

THE SELLING POINTS

Unique label shape and upscale package with shelf impact

PAIRINGS: Hearty Meals, Barbecue Pork, Pizza

