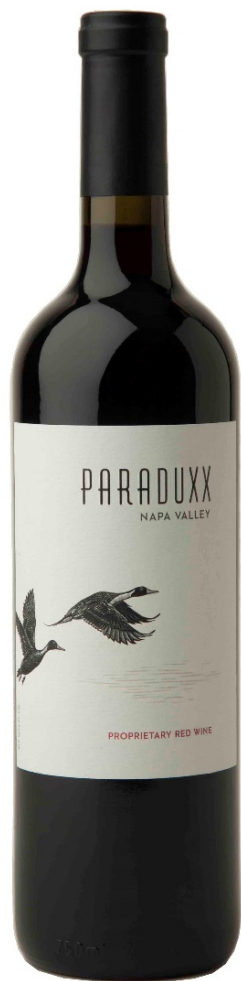


2016 PARADUXX PROPRIETARY NAPA VALLEY RED WINE

Decidedly contemporary and Californian, Paraduxx is a must-have Napa Cabernet Blend!



Composition: 54% Cabernet Sauvignon, 20% Zinfandel, 19% Petit Verdot, 7% Merlot

Winemaker: Don LaBorde

Appellation: Napa Valley

Winemaking & Sourcing: Fusing the robust flavors of Cabernet Sauvignon and Zinfandel, the blend embraces the best of both varieties. A true Napa Valley blend, the fruit is sourced from all over Napa Valley, including four estate vineyards. Concentrating on the warmer AVA's of Napa, the grapes are sourced from as far North as Calistoga as far east as Pope and Chiles Valley and as far south as Yountville.

Key Accolades: : v15 91 Pts., *James Suckling*. v14 93 Pts., *James Suckling*. v14 92 Pts., *Wine Review Online*. v13 92 Pts. *James Suckling*. v13 91 Pts., *Wine Review Online*. v12 90 Pts., *Wine Enthusiast*.

UPC: 669576 01868 2

Case: 20 669576 01868 6

TTB Approval: 15117-001-000308

Alcohol: 14.9%

Market Trends/Opportunity: Red Blends \$25+ SRP category is up +28% vs. PY.

Availability: National

SRP: \$50

Tasting Notes: This wine begins with alluring aromas of black currant and blueberry, as well as a subtle underlying note of rich milk chocolate. On the palate, luxurious layers of berry jam, sandalwood and leather mingle with hints of toasted coconut, all supported by a silky texture that carries the wine to a long, supple finish.

Recommended Pairings: Game Birds, Sausage, Roasted Tomatoes, Manchego, Parmigiano, Aged Cheddar, Black Pepper, Arugula.

Marquee Accounts: Wynn, Chicago Chop House, L'Auberge Del Mar, Mustard's, Smith & Wollensky, Delano Hotel, Morton's

Formats Available: 375ml, 750ml, 1.5L