

# PUNCH

VINEYARDS



## *By Insiders. For Insiders.*

Punch is brought to you by a small group of Napa Valley artisans whose careers were built making expensive, highly rated wines for very prestigious vintners. We got used to sipping from the golden chalice of Napa Valley's finest: reserve blending trials, "aging checks" of library vintages, comparative tastings of iconic wines, all in a day's work. We raided the QC lab and PR's secret stash – and traded our booty with friends at other top wineries.



Consulting winemaker Steve Lagier, proprietor Lee Nordlund, and insiders whose identity must remain confidential.

Yet, we could not afford the wines we created.

One day, in an oddly practical moment, we realized, "Hey, why not use our insider know-how and connections to create a great wine that we can actually *buy*?"

And so...Punch. All the hallmarks of an elite Napa Valley Cab – but half the price!

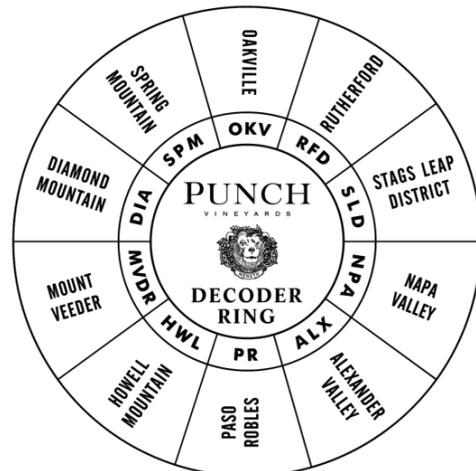
## INSIDER VALUE

**Don't be fooled** by the "California" label (*wink*). This is how Punch keeps namedroppers away.

**The first "Super-Californian":** Compare to a \$75+ Napa Cab. Deep concentration, distinctive velvety texture – *yet drinkable upon release!* Age Punch 10+ years if you like, but why wait?

**Punch's ringleaders** taste nearly 100 lots from insider locations, mostly hillside Napa Valley, and select each vintage. Then we add our expert touch at the winery. Sources may change; quality and value don't. Fewer than 1,000 cases.

**Mereto means "You have to earn it."** It takes time to create excellence. Join Punch insiders Lee Nordlund, Miguel Caratachea, consulting winemaker Steve Lagier and other winemakers at elite wineries whose identity must remain confidential.



DECODER RING: look for the secret code below the QR symbol on Punch's backlabel.