

PUNCH

VINEYARDS



By Insiders.

For Insiders.

PUNCH CABERNET SAUVIGNON 2014

85% Cabernet Sauvignon, 5% Malbec, 5% Petit Verdot, 3% Cabernet Franc, 2% Merlot.

Grown primarily in Rutherford, with additional lots from Spring Mountain and Lake County.

Alcohol 14.5%; Residual Sugar 0.31%; Volatile Acidity .62 g/L; Titratable Acidity 6.4g/L; pH 3.79

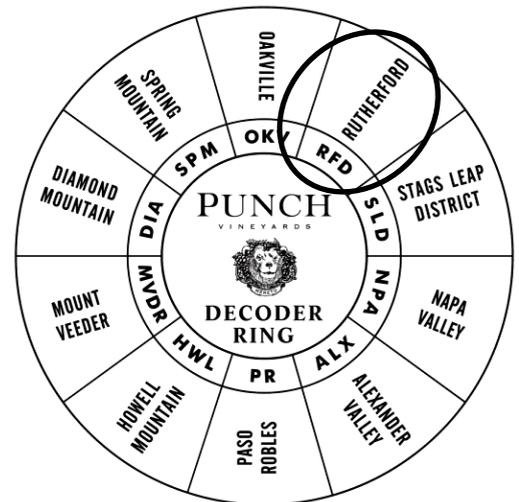
648 cases made. Winemaker: Miguel Caratachea

Congratulations, you have in your hand Punch Cabernet Sauvignon. Once again, this vintage is comprised of all five of the traditional red Bordeaux varieties. We suggest you order quickly. It is available on a first-come, first-served basis.

This little caper commenced in 2007 with a small group of Napa Valley winemakers who make highly rated wines for eminent vintners. Alas, we could not afford the very wines we created, even with the employee discount. Hmmm. We know the best vineyards. We know the finest techniques. So, we took matters into our own hands to create a wine that meets our elevated personal standards - and our rather economy-class wallets. The wine: **Punch**.

As word leaked out, the circle of Punch Insiders slowly expanded, so we have gradually increased production a little. You have one of these bottles before you now.

The first “Super-Californian”. Do not be fooled by the “California” label appellation. This is how Punch keeps quality super high and name-droppers away. Compare Punch to a \$75+ Napa Valley Cab. Why? Because for the most part, *Punch is made of \$75+ Napa Valley Cab* (secret decoder ring on right). Drinkable upon release. Age Punch 10+ years if you like. But why wait?



DECODER RING: look for the secret code in the little box on Punch's back label. This indicates the primary grape source each vintage. Vintage 2014 is Rutherford.

How we do it. Each vintage, Punch's ringleaders taste nearly 100 lots from insider vineyards, from hillside Napa Valley and other premium sites. We're locals so we get the grapes at insiders prices. We select our favorites and give them the royal treatment: rack-and-return, frequent barrel topping, etc. just like the cult wineries. Sources may change; quality and value don't. Ta-da, insiders' wine – insiders' price.

Wine List Description: Classic hillside Napa Valley Cab style with deep concentration and exceptional complexity. Old world like velvety texture & long, mouth-watering finish.

Mereto means “You have to earn it.” You are welcome to join Punch insiders Lee Nordlund (formerly of Beringer, Robert Mondavi Winery, and Franciscan), director of winemaking Miguel Caratachea (who has made many “95+ point” wines for many Napa Valley name wineries), and others whose names must remain confidential. Contact the winery directly for more information.