

# PUNCH

VINEYARDS



## CABERNET SAUVIGNON 2007

*100% Cabernet Sauvignon. RS 0.3%. pH 3.54. TA 6.8g/L 13.5% Alcohol. Fewer than 1,000 cases made.*

### BY INSIDERS, FOR INSIDERS

Punch Vineyards Cabernet Sauvignon is made by a small group of Napa Valley artisans from prestigious vintners whose careers were built producing top-rated wines that we could not afford for ourselves. One day, in an oddly practical moment, we realized, “Hey, why not use our knowledge and contacts to make a great wine that we and our friends can *actually buy*.” The “who’s who” of some of our group and where we work must remain a trade secret, but here we are... Punch Vineyards. Punch is very proud of its California roots. Hence, *Punch* the California Grizzly as our mascot. He’s a true California insider, with a knack for nosing out the best fruit – *an uncanny sense of taste*.

### CLASSIC STYLE, SMOOTH FINISH

Punch has all the hallmarks of luxury Cabernet Sauvignons that sell for much higher prices: generous concentration, complex black cherry, blackberry, mocha and other classic flavors, and firm structure. In addition, we strive for a smooth, luscious texture, and a lively finish. It took us many years to secure sources that allow us to do this at an approachable price, but as the motto beneath our icon says – *Mereto* – “You have to earn it.”

### HILLSIDE VINEYARDS - THE FIRST “SUPER-CALIFORNIAN”

Our grapes are grown on hillsides. We choose these sites because slope makes ordinary vineyards extraordinary by draining away nutrients and water, lowering yields and forcing the grapes to build character. We pick up extra lots from our colleagues’ wineries, home vineyards, and other insider locations, mostly in Napa Valley and Sonoma. So don’t be fooled by the California appellation on our label. We’re betting that Punch quality speaks for itself and that our customers won’t care that we don’t have an expensive address – or price.

### WINEMAKER & PROPRIETOR

Consulting winemaker Steve Lagier and his wife Carole Meredith own and operate Lagier-Meredith, a boutique Syrah vineyard on Mount Veeder in Napa Valley that regularly receives extremely high accolades. He graduated from UC Davis Enology and spent many years as a winemaker at Robert Mondavi Winery and is a master at harmonizing disparate components into a beautiful blend. Perfect for a winery like Punch Vineyards.

Proprietor Lee Nordlund was born in Berkeley, California. His fifteen years managing luxury wine brands includes Beringer, Mount Veeder Winery, Byron, Arrowood, and Franciscan Estate. He is vice president of the Meritage Alliance and an active member of the Mount Veeder Appellation Council marketing committee.

