

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 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 made.

One day we thought, "We know the best vineyards. We know the finest techniques and possess the experience. Why not create a great wine that we can actually *buy for ourselves?*"

And so **Punch**, all the hallmarks of an elite Napa Valley Cabernet Sauvignon – at half the price.

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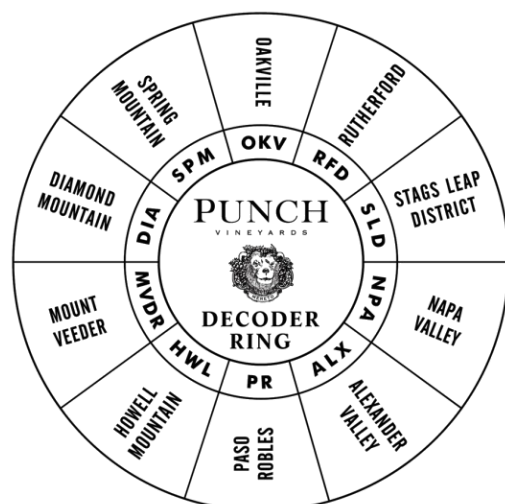
Several of our members must remain confidential, but our circle includes Lee Nordlund, Miguel Caratachea, consulting winemaker Steve Lagier and other "95 point" winemakers.

THE FIRST "SUPER CALIFORNIAN"

Don't be fooled by the "California" label (*wink*). This is how we keep namedroppers away, and gain sourcing flexibility. Inside the bottle is the equivalent of a \$75+ Napa Cab. Deep concentration, distinctive velvety texture – *yet drinkable upon release*. Age Punch 10+ years if you like, but why wait?

MERETO: "YOU HAVE TO EARN IT."

We strive for a smooth, velvety texture (almost like Pinot Noir) and a lively finish. It took us many years to secure sources that allow us to do this at an approachable price, but our motto *Mereto* means, "You have to earn it." Each vintage we taste nearly 100 lots from insider locations, mostly hillside Napa Valley, and select just 3-5 for Punch. We give our grapes the "red carpet" treatment using the same techniques as "cult wines" that sell for \$100 and beyond. Sources may change; quality and value don't. About 1,000 cases made per vintage.



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