

PUNCH

VINEYARDS



By Insiders.

For Insiders.

CERTIFICATE OF AUTHENTICITY
This case contains 100%
Punch Vineyards
Cabernet Sauvignon 2012.

PUNCH CABERNET SAUVIGNON 2012

83% Cabernet Sauvignon, 7% Petit Verdot, 5% Merlot, 3% Cabernet Franc, 2% Malbec.

Grown predominantly on Spring Mountain with a small amount of Diamond Mountain and Paso Robles grapes.

Alcohol 14.5%; Residual Sugar 0.10%; Volatile Acidity .72 g/L; Titratable Acidity 6.4g/L; pH 3.72

1,552 cases made. Winemaker: Miguel Caratachea

Congratulations, you have in your hand Punch Cabernet Sauvignon. This is a historic vintage, the first with all five of the traditional red Bordeaux varieties (see blend, above).

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. Hmm. 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 cases 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.

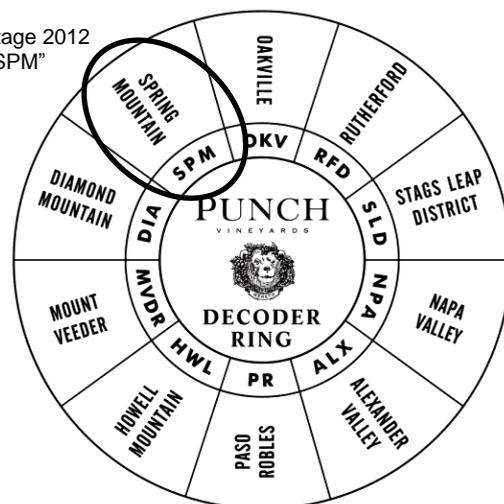
Compare Punch to a \$75+ Napa Valley Cab. Why?

Because *Punch is made of \$75+ Napa Valley Cab* (secret decoder ring on right). Deep concentration, velvety texture – *yet drinkable upon release*. Age Punch 10+ years if you like, but why wait?

How we do it. Each vintage, Punch’s ringleaders taste nearly 100 lots from insider vineyards, mostly hillside Napa Valley. 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.

Mereto means “You have to earn it.” It takes time and experience to create excellence. Join Punch Insiders Lee Nordlund, Miguel Caratachea, consulting winemaker Steve Lagier and our other winemakers whose must remain confidential.

Vintage 2012
is “SPM”



DECODER RING: look for the secret code below the QR symbol on Punch’s back label. This indicates where most of the grapes were grown.