

THE CRUSHER



VARIETAL COMPOSITION

Merlot

95% Merlot
3% Zinfandel
2% Pinot Noir

APPELLATION California

WINEMAKER Greg Kitchens

OAK AGING 10 months

OAK SOURCING 80% French Oak, 20% American
80% New, 20% Seasoned

VINTAGE 2014

ALCOHOL 13.5%

PH 3.60 TA 5.9 g/L

UPC 8 33302 00166 2

2014 MERLOT

WINEMAKING NOTES

Our 2014 The Crusher Merlot is rich, seductive and expressive, with aromas of raspberry, roasted poblano peppers and dark cherry compote. Lush and juicy, powerful flavors of red plum, light caramel and sweetened cranberry meld together seamlessly. Characteristics of mint and vanilla evolve on the palate and finish with notes of roasted macadamia nut. Pair this wonderfully fruit-forward and herbal wine with favorites like ground beef tacos and guacamole, grilled chicken thighs atop rice pilaf or a simple baked brie with fresh figs and black pepper crackers.

APPELLATION

With its moderate climate, and diverse terroir, the state of California offers many distinct AVAs. For our 2014 Merlot, grapes were sourced throughout California's prime growing regions. Known for its abundant sunshine which helps to ensure a reliable extended growing season, the "Golden State" has become an American winemaking mecca on par with the other great wine regions of the world. California boasts nearly 100 American Viticulture Areas (AVAs), that encompass over a half million acres of vineyards, supporting a diverse varietal mix. Cool climate varieties like Chardonnay and Pinot Noir thrive in the fog-bathed coastal areas, while the warmer inland valleys provide the perfect conditions for heartier heat loving varieties like Cabernet Sauvignon, Petite Sirah, Zinfandel and Sauvignon Blanc.

VINTAGE

With another year in the record books, the 2014 vintage came in at the third-largest grape harvest ever, down eight percent from the previous year. A mild winter and spring with drought conditions persisting, bud break occurred early. From southern to northern California, winemakers have stated that it was an even earlier harvest than years before, starting with sparkling grapes in July and ending mid-October for later ripening varieties. Despite the drought, California will produce another great vintage. Arid conditions have given the grapes a chance to struggle, which thins out the vines and allows the clusters to gain concentration of flavor, intensity and complexity.

THE CRUSHER

More than 110 years ago, the Sebastiani family embarked on a winemaking journey, setting down roots in Sonoma, California. With passion, hard work and decades of pioneering in the wine industry now under their belt, a mission to deliver varietally expressive, premium quality wines sourced from the Golden State's finest regions was born – introducing The Crusher.

Named for the first, most precious moments in the winemaking process when grapes meet "The Crusher" and begin their transformation into a food-friendly, approachable wine.