

## THE DIRTY PURE PROJECT

Like a zillion other vintners out there we could have made another tiny "artisanally crafted" Napa Cab for \$110 a bottle, or cool climate sub-appellation Pinot Noir at \$85 a bottle—whatever. **California has a great history of winemaking** throughout the state, from Lodi to Ventura, and a lot of great varieties that lie outside the spotlighted varieties.

Instead, we chose to make an approachable but distinctive and decidedly unconventional (by US standards) red wine blended from Cabernet Sauvignon and Grenache which is not from Napa but rather the Central Coast, and a unique, refreshing and high acid white of character not from Sonoma, but rather Viognier from Lodi.

Unconventional Wine as a brand does not have much of a ring to it. With these two Dirty Pure wines, **we are flaunting convention every step of the way**. These are wines vinified from unconventional grapes with unconventional names not grown in what are generally accepted as the standard commercial-centric Northern California wine appellations. We gave them definitely unconventional names and put them in unconventional packages; bottles without capsules. Capsules only serve a decorative purpose and, on occasion, can lead to mold forming on the cork if the wine is stored improperly (e.g. 99% of the time). Additionally, the production of metal and plastic capsules is a messy and environmentally unfriendly business. Foregoing capsules is just one of our many efforts toward **sustainability best-practices**, one of the few conventions we wholeheartedly support.

As vintner's we believe a wine's true worth lies not in the real estate the grapes were grown, but rather by the degree to which the one drinking it can truly say that the wine simply tastes good especially at the price. Relative to the concept of worth, we also believe that it takes hard work to craft something of true value and character. Usually this means that **you need to get your hands a little dirty**, and after having endured said toil, and also then being a little dirty and tired, one may feel purified and cleansed. Hence our choice of the name 'Dirty Pure.'

**If we are not Dirty, we cannot be Pure.**



## G SPOT 2013 WHITE WINE FIELD BLEND

**98% Viognier and 2% Chardonnay** from vineyards in Lodi comprise our 2013 edition.

While the Lodi appellation is most often associated with Zinfandel and other red grape varieties, a few early pioneers successfully experimented with white grape varieties which continue to produce excellent fruit. Lodi is a diverse wine region formed thousands of years ago through geological events and alluvial waters. Two major rivers originating in the Sierra Nevada mountain range feed the Lodi appellation; the Mokelumne and Cosumnes. These rivers have brought soils rich in **granitic-based minerals that lend complex flavors to the wines.**

Lodi's classic Mediterranean climate of warm sunny days combined with cool evening breezes from the San Francisco Delta attribute to the perfect **acidic balances and full flavors in the wines.**

Our 2013 G Spot features spicy, mineral scented aromas of orange blossom, jasmine and pear followed by layers of mouth filling grapefruit, lime and honeydew melon flavors. Juicy acidity provides a perfect balance with a clean, satisfying finish.

### **Winemaker Charles Hendricks.**

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## F BOMB 2013 RED WINE FIELD BLEND

"F Bomb" stands for Fruit Bomb, Grandma, I swear."

Pour her of glass of the 2013 F Bomb--a blend of 95% Cabernet Sauvignon and 5% Grenache--and she might just believe you. Juicy aromas of strawberry jam, raspberry, and red plum jump out of the glass, with a light framing of toasty vanilla oak. The lush mouth is soft and inviting, with layers of ripe berries and red cherry, with the spiciness of a drippingly sweet black mission fig and just the right amount of oak for framing. Enjoy this crowd pleaser with BBQ'd pork tenderloin served with grilled pineapple salsa and fresh corn tortillas.

Aged in a combination of stainless steel tanks and once-used French oak barrels.

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Alc: 14.5%  
TA: 5.6 g/L  
pH: 3.62  
RS: 0.6 g/L

