

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.

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.

THE BOMB 2017 RED WINE FIELD BLEND

When Chris and Elijah ventured into winemaking in 2009, they used the centuries-old négociant model as there was so much high-quality juice to be had for pennies on the dollar due to the recession. Their first blend was a Cabernet from Napa followed by a Chardonnay from the Russian River Valley.

In 2012, the pair bought Nine North Wine Company, a 50,000 case/year operation that produces appellation-specific Sauvignon Blanc, Chardonnay, Merlot, Cabernet Sauvignon, Pinot Noir, Zinfandel and Petite Sirah under six labels.

With so much wine to play and create with, one day they were joking about doing away with variety, appellation and historical blending techniques traditionally employed, and just focus on making a wine that tastes really great and over-delivers for the money. Chris dropped the F-bomb, “Let’s do it!”

The first F Bomb Red was a blend of Grenache, Mourvedre and Tannat which sold out immediately. Chris and Elijah continue with the original goal of making a blend that is fun and tastes incredible without the traditional limitations. Hence, the blend varies widely from year to year depending on their whim of the moment.

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.

Varieties: 80% Cabernet Sauvignon, 10% Merlot, 10% Zinfandel

Vineyard locations: Lodi.

Aging: Six months in used French and American oak.

Appellation: California

ALC%: 13.9%

