



2014 Honest Red Blend

The Federalist Honest Red Blend pays homage to one of the most highly regarded American President's of all time, Abraham Lincoln. Lincoln's accomplishments are numerous, though he is probably best known for emancipating the slaves, preserving the union following the Civil War and sadly being assassinated while in office. His legacy, while not tied directly to the Federalist, is worthy of our respect, honestly.

- Appellation:** 68% Mendocino County, 27% Napa County & 5% Sonoma County
- Varietals:** 55% Merlot, 30% Zinfandel & 15% Cabernet Sauvignon
- Color:** Dark Purple
- Aroma:** Dark fruits, spicy
- Taste:** Good entrance, dark fruits, spiciness, rich round mouthfeel, long finish
- Fermentation:** Different blocks were fermented separately to preserve ideal characteristics of each. Each block spends an average of 18 days on the skins.
- Aging:** 15 months in 35% new Oak
- Production:** 32,000 cases

Features

- This unique blend of Napa Zinfandel, Sonoma & Mendocino Merlot and Mendocino Cabernet bursts with bold layered flavors
- Situated in fast growing super premium & trade up luxury price point, with an iconic eye-catching label that drives trial
- Bold American brand that pays homage to influential Americans and invests in reaching the millennial male

Benefits

- The Honest red blend displays some of the best characteristics of three incredible California wine growing regions
- High velocity, fast turning wine that drives trade-up and profits
- Brand is easily activated on American holidays and investment is creating pull on shelf

Competitive Set

- Joel Gott
- William Hill



UPC:086891-086132

SCC:10086891-08613-9

Case: 12pk