

# XYZIN

THE LAST WORD IN ZINFANDEL

VINE AGE SERIES



## BRAND PERSONALITY

To the accomplished, avid wine lover who is in the know, XYZin is the premium Zinfandel that explores the effects of vine age on Zinfandel's many expressions.

## BRAND OVERVIEW

XYZin Vine Age Series explores the relationship of vine age to taste profile. Each wine comes from Zinfandel vines that were at least 10, 50 or 100 years of age at the time of harvest. We believe the age of a vine is as much a part of a wine's makeup as climate, soil and clone selection. Not only does each wine reflect the physical age of its vine, but also the techniques and traditions of generations of farmers.

## KEY SELLING POINTS

- Smaller production wines with artistic, engaging packaging.
- XYZin is the only Zinfandel producer founded on the relationship between vine age and Zinfandel wine.
- High-quality, ultra-premium Zinfandel brand.

## ONDINE CHATTAN

- Ondine's passion and commitment to Zinfandel spans more than a decade, with extensive experience at premier Zinfandel houses.
- "For me, winemaking is inextricably linked to the vineyard. And the critical elements of fruit character and vineyard expression are inseparable from the history of culture of those who planted the vines. XYZin celebrates the tradition, distinction and innovation of the uniquely American grape that is Zinfandel."





	XYZin 10 Year	XYZin 50 Year	XYZin 100 Year
<b>VARIETAL</b>	California	Russian River Valley	Dry Creek Valley
<b>APPELLATION</b>	Sourced from premier Zinfandel regions such as Alexander Valley, Russian River and Contra Costa. Hand-harvested at 24–26° Brix. Fermentation with skin contact for 7–10 days developed intense color and elegant structure. Aged 11 months in a blend of French, American and Eastern European oak (25% new).	Hand-harvested at 24–26° Brix. Fermentation lasted 10 days, including a two-day cold soak. The wine was drained off the skins directly into 100% French oak (35% new).	Extended skin contact with 10 days fermentation, including a two-day cold soak with aerated pumpovers once to twice daily. Aged in American, Eastern European and French oak barrels for 14 months. Racked every three months to marry the wine and balance the oak component.
<b>WINEMAKING</b>	A medium-bodied wine with aromas of raspberry, currant and plum, and with flavors of baked strawberry pie, rounded out by nutmeg and cocoa.	Ripe dark fruit and strawberries. A full-bodied wine with intense bold tannins and a finish reminiscent of roasted coffee.	Distinguished by concentration and depth. Intense flavors of dark cherry, strawberry fruit with earthy accents of slate and chaparral.
<b>TASTING NOTES</b>	7 Deadly Zins, Cline Ancient Vines, Quivira, Seghesio	Rosenblum Maggie's Reserve, Outpost	Rosenblum Rockpile, Turley
<b>COMPETITORS</b>	Gold Medal — CA State Fair (2004 Vintage)	86 Points — <i>Wine Spectator</i> (2004 Vintage) 86 Points — Robert Parker (2004 Vintage)	86 Points — <i>Wine Spectator</i> (2004 Vintage) 87 Points — Robert Parker (2004 Vintage)
<b>KEY ACCOLADES</b>	12 x 750 mL	6 x 750 mL	6 x 750 mL
<b>PACK SIZE</b>	083417067200	083417000006	083417000013
<b>UPC</b>	14.1%	14.2%	14.3%
<b>ALCOHOL</b>	43 lbs	25.5 lbs	25.5 lbs
<b>CS. WEIGHT</b>	13.25L x 10W x 13.5H	14L x 11.62W x 8.5H	11.81L x 9.84W x 12.99H
<b>DIMENSIONS</b>			