

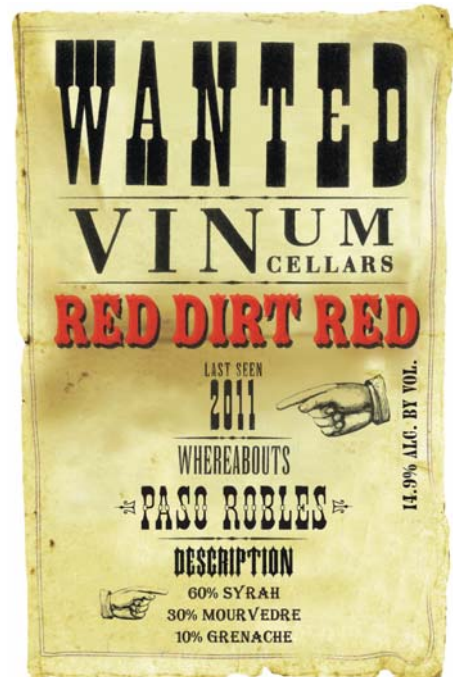
# BEST VALUE

## VINUM CELLARS 2011 RED DIRT RED

Medium plum color with garnet edges. The aromas are ripe with black cherry notes and lavender, leather and earth notes. The ripe cherry is bright and supple with a suggestion of grapefruit zest on the palate. The earthy mid-palate and the finessed oak structure of toasted oak, vanilla and a touch of brown sugar.

The grapes were grown in the Central Coast's now famous Paso Robles appellation which is mountainous and warm, yet close to the coast which moderates the temperatures. Paso Robles is well known for exceptional red wines, particularly the Rhone varietals found in this blend, due to the low yields and amazing concentration which makes the resulting wines true to varietal character and distinct. Syrah provides the big fruit and concentrated base of the blend, the Mourvedre the earth and leathery qualities and the Grenache is all spice.

This wine is ideal with cassoulet or other hearty stews. It is a natural with spit roasted and grilled meats, especially heavily seasoned, dry rubbed meats that are slow cooked and/or smoked. It's also nice with lamb or venison with soft polenta and reggiano parmesan with wilted or sautéed greens like arugula (seasoned with a fine aged balsamic and extra virgin olive oil) or kale, spinach or broccoli rabe with sea salt.



#### VARIETAL COMPOSITION:

60% Syrah  
10% Mourvedre  
30% Grenache

#### APELLATION: Paso Robles

#### BARRELS:

10% new French Oak  
90% 2 year old French Oak

#### PRODUCTION: 1,500 cases

Vinum Cellars is a small California Winery well known for producing wines of the highest quality. The grapes are selected from premium coastal and cool climate growing areas within California. The wines are made by hand in small batches to allow the varietal character of each wine to express itself.

## CALIFORNIA [SMART BUY] RELEASES