

QUALITY WINEMAKING CAN ONLY BE ACHIEVED WITH  
LOUD MUSIC AND A CHE STYLE DISPLAY OF FACIAL HAIR—  
WE DON'T MAKE THE RULES. LAB COATS ARE  
PRACTICAL AND SEXY. ADMITTING THAT  
PICTURES OF CUTE PUPPIES NEED TO BE ON MORE  
WINE LABELS. 95+ POINTS. DID YOU KNOW  
THE TOP 10 WINERIES CONTROL ~85% OF THE  
MARKET SHARE— ARE THEY THINKING ABOUT  
YOU? GENERIC WINEMAKING IS BORING.  
PROVING THAT PEOPLE WITH NEVER-ENDING DEEP  
POCKETS ARE NOT A PREREQUISITE TO SUCCEED IN THE  
WINE BUSINESS. BUT WE LIKE THEIR MONEY, SO PLEASE  
KEEP COMING TO NAPA. BECAUSE A GREAT IDEA IS JUST  
THE FIRST OF A MILLION STEPS. YEAH. WE LIKE  
WHAT OUR EUROPEAN FRIENDS HAVE DONE FOR  
THOUSANDS OF YEARS, BUT TIMES CHANGE.  
CREATIVITY MAKES THINGS BETTER.

**DRINK KNOCKOUT WHITE!**

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