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QUALITY WINEMAKING CAN ONLY BE ACHIEVED WITH LOUD MUSIC AND A CHE STYLE DISPLAY OF FACIAL HAIR- WE DONT 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 X 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 BIG GUN RED!**  
**EDITORS' CHOICE, WE**

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