

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 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