

2010 Sin Zin

In 1978 Hank Wetzel produced the very first vintage of Sin Zin. The wine quickly became a cult classic among wine lovers with spicy flavors, a memorable name and unforgettable label. Thirty three years later Sin Zin is still one of the most recognizable wines in the country.

From the beginning Sin Zin has been an elegant style of Zinfandel, due to our growing region and winemaking style. We harvest grapes from throughout the Alexander Valley - including the valley floor, hillsides and benchlands looking for a balance of ripeness and acidity in each lot to showcase our valley. This balance explains Sin Zin's restaurant popularity; it is always a food friendly style of Zinfandel.

Overall, 2010 was a long, cool growing season with harvest occurring about 2 weeks later than many prior vintages. The cooler temperatures gave us great acid retention in the fruit, while the extra hang time gave us great flavor development with deep color and good complexity. In many ways this vintage could be compared to 1999 which was also a cooler growing season.

The 2010 includes a small amount of Petite Sirah to broaden the mouthfeel on the wine and add a little more dark fruit to the palate. There are aromas of raspberry, plum, black cherry, and citrus. In the glass there are flavors of plum, cranberry, black cherry and classic spicy black pepper. The 2010 is a restrained vintage and will reward those with the patience to cellar a few bottles.

Food Pairing: Zinfandel is versatile, For a casual pairing - pepperoni pizza, burgers, pulled pork or ribs. For a perfect dinner party try it with lamb kabobs, a spice rubbed steak or slow grilled chicken. Finally, the half bottles are perfect picnic / summer concert wines - no corkscrew needed.

Awards:

- 2010: 91 points Gold Medal - *BTI*
- 2010: 88 points - *Wine Advocate* "About as good a bottle of CA wine as readers will find"
- 2010: Gold Medal - *Tasters Guild International Wine Judgin*
- 2010: Silver Medal - *San Francisco Chronicle Wine Competition*

Profile • Jammy and spicy
 • The original California classic since 1978

About Alexander Valley Vineyards:

Everyone is always curious about the origin of Sin Zin's label. Leafing through an old art history book, Katie Wetzel Murphy came upon a captivating illustration, a German etching, drawn by Moritz von Schwind around 1843. The image was titled: Des Knabben Wunderhorn, meaning "The Horn of Plenty". Katie thought the image looked perfect for a wine label, and its bacchanalian character inspired her to name our rich and robust wine Sin Zin. The first vintage debuted in 1978 and was given to friends and family. The label has been updated three times since that first vintage.



Technical Data:

Grapes: 98.5% Zinfandel, 1.5% Petite Sirah
Harvest Dates: September 22 - October 14, 2010
Barrel regimen: Aged for 10 months in American oak
Alcohol: 14.7% **TA:** 6.3 g/L **pH:** 3.61
UPC: 0-85798 07872-1 750ml,
 0-85798 07871-4 375ml—stelvin

