

# ALEXANDER VALLEY VINEYARDS

## 2020 Cabernet Sauvignon - 375ml

In the late 1960s we bottled a few cases of Cabernet Sauvignon for friends and family. That homemade wine became the inspiration for our estate winery, Alexander Valley Vineyards. Decades later both our winery and our iconic valley are known as the home of world class Cabernet Sauvignon.

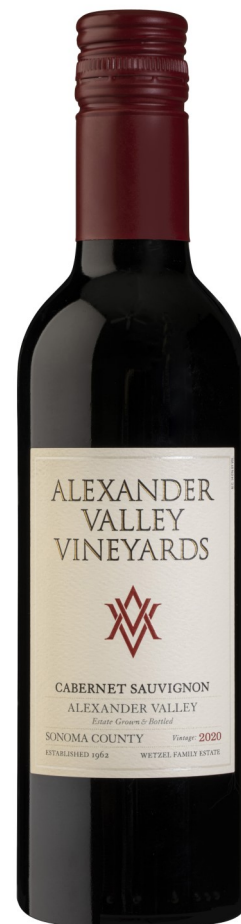
The 2020 growing season enjoyed near-perfect growing conditions. The year began with unseasonably warm temperatures, and lower than normal rainfall. This was followed by weeks of steady daytime heat and cool evenings, allowing the grapes to ripen evenly. At harvest, the quality of the fruit was excellent with high acidity and intense flavors. The wine was aged for 14 months in 25% new French and American oak barrels.

The 2020 Cabernet Sauvignon is easily recognizable as classic Alexander Valley with medium body, great fruit flavors and smooth, structured tannins. Winemaker Kevin Hall added Merlot for structure, and Malbec and Petit Verdot for color.

This is an elegant wine with earthy aromas of cassis, plum, cherry, vanilla, oak and slight chocolate. In the glass there are lush flavors of cherry, cassis, blackberry and chocolate. The 2020 Cabernet Sauvignon is a structured wine with firm tannins and a chewy finish that evolves with each sip. While fruit forward upon release, this wine will reward those with the patience to lay down a few bottles.

**Food Pairing:** Grilled or pan seared beef, lamb or tuna is a classic.

**Accolades:** 2020: 97 point & Five Stars - *Beverage Dynamics / Cheers*  
2020: 92 points - *James Suckling*  
2020: Best of Show Red & Gold Medal - *Monterey Wine Festival*  
2020: Gold Medal - *Hilton Head Island Wine & Food Festival*



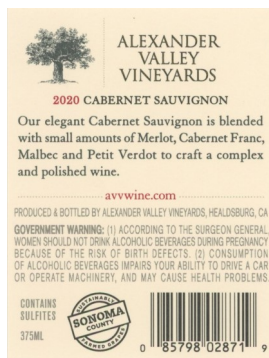
**Profile:** • Loads of dark spicy fruit • Lush, yet structured

### Back label features sustainable logo:

Over the decades we have created and utilized many sustainable practices in our vineyards and winery. We're highlighting our commitment by prominently displaying the Sonoma County Sustainably Farmed Grapes logo on the back label of this bottle.

Sustainability ensures that our business, rural lifestyle and agricultural heritage will be maintained for years to come.

Every time a consumer purchases a bottle of wine with this logo, they are assured that it was produced in an environmentally friendly way by passionate stewards of the land.



### Technical Data:

**Grapes:** Cabernet Sauvignon 95%, Merlot 2%, Malbec 2%, Petit Verdot 1%

**Harvest:** September 10 - October 15, 2020

**Closure:** stelvin

**Alcohol:** 14.0% **pH:** 3.55 **TA:** 6.5 g/L

**First Vintage:** 1975 **SRP:** \$15

**UPC:** 0-85798 02871-9 **Cases:** 7,000



*Our family creates wines of distinction for everyone.*

Healdsburg - Sonoma County - California

avvwine.com



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So how did AVV make a Cabernet back in the '60s prior to the start of the winery? Early on the Wetzels planted Cabernet Sauvignon on the property and sold it to other growers. But, there was always a desire to make their own wine from their grapes. From the beginning Harry and Maggie Wetzel decided that this was to be a family made wine that reflected their unique property. Katie recalls one of her first crushes: "I had to de-stem the grapes and then pull any I missed from the basket press". Hank remembers an early trade of their Cabernet grapes with a neighboring winery for one of their first barrels. Filled with AVV Cabernet Sauvignon the barrel aged in the cool adobe.

When time to bottle, the adobe "cellar" was converted to the adobe "bottling line".



Family and friends were called in to hand bottle and cork those early vintages. Harry and Maggie made sure that all pitched in, learning as they went. John started out filling bottles as a nine year old on the small bottling line set up in the historic adobe. Everyone looked forward to working those early bottling lines and eventually Linda would convince college roommates to come and help with later vintages. One just wrote and reminded her of how much fun they had during those early bottlings.

Finally, everyone helped to apply the first of the Alexander Valley Vineyards labels.

So what varietals did the family bottle prior to the 1975 start of AVV? Just one: Cabernet Sauvignon. Not a day goes by without someone asking the Wetzel Family about their favorite wine. Now you know why they always answer: "Cabernet Sauvignon is our sentimental favorite".



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