



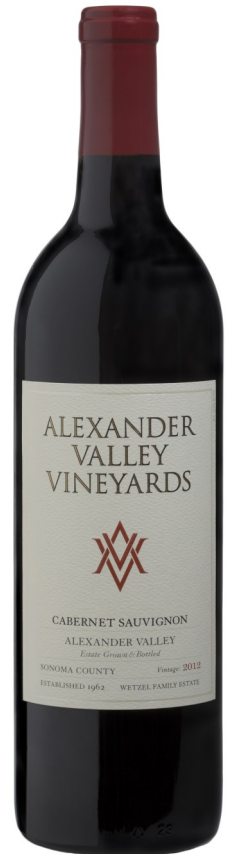
2012 Estate Cabernet Sauvignon

In the late 1960s we bottled a few cases of Cabernet Sauvignon for friends and family. Those first few cases of homemade wine inspired the vision for our estate winery, Alexander Valley Vineyards. From the very beginning Cabernet Sauvignon was our flagship wine.

2012 was a textbook growing season with ideal weather. In the spring, our vines set a large crop and over the next few months we thinned clusters in many blocks more than once. During the summer, we had an abundance of California coastal "sweater" weather, fog in the morning, and warm sunshine in the afternoon, often sending temperatures into the mid 90s and then quickly cooling off after sunset. These daily temperature swings help make the southern Alexander Valley the perfect place to grow Bordeaux varietals. The daily "diurnal" temperature shift, occasionally hitting 50 degrees, continued into September ripening the fruit evenly and slowly. Harvest proceeded at a steady, measured pace and the Cabernet Sauvignon clusters were packed with tiny bluish-black flavorful berries with great balance and concentration.

The 2012 Cabernet Sauvignon has great texture and structure with a medium mouthfeel. Winemaker Kevin Hall added 3% Merlot for structure, a touch of Cabernet Franc for a floral notes and Malbec and Petit Verdot for color. Overall, there are more dark fruit flavors and chocolate than the 2011.

There are aromas of dark plum, cherry, cassis, warm barrel spice, vanilla and dark chocolate. In the glass there are concentrated flavors of cherry, cassis, blackberry, plum, spice, tobacco and chocolate.



Food Pairing: Grilled or pan seared beef, lamb or tuna is a classic. For an unexpected pairing try a blue cheese soufflé as an appetizer.

- Awards:**
- 2012:** 92 points / Five Stars - *Beverage Dynamics / Cheers*
 - 2012:** Gold Medal - *Monterey Wine Festival*
 - 2012:** "One of the most popular restaurant wines" - *Wine & Spirits Magazine*

Profile: • Textured, structured, loads of dark spicy fruit

About Alexander Valley Vineyards:

Harry and Maggie Wetzel purchased the 600 acres that is home to AVV in 1962 from the heirs of valley namesake Cyrus Alexander. The Wetzel Family Estate stretches from the banks of the Russian River to the Mayacamas Mountains and today the 4th generation of the family calls it home. From the beginning the family has celebrated the unique place they call home by producing wines showcasing the terroir of the Alexander Valley.

Technical Data:

Grapes: Cabernet Sauvignon 94%, Merlot 3%, Cabernet Franc 1.5%, Malbec 1%, Petit Verdot 0.5%

Harvest: September 29 - November 8, 2012

Closure: 750ml cork 375ml stelvin

Alcohol: 14% **pH:** 3.63 **TA:** 6.5 g/L

First Vintage: 1975 **SRP:** \$22

UPC: 0-85798 02872-6 750ml
 0-85798 02871-9 375ml



ALEXANDER VALLEY VINEYARDS



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".

