

Alexander Valley Vineyards®

2009 Sin Zin

In 1978 Hank Wetzel produced the very first vintage of Sin Zin. The wine was an immediate hit with spicy, jammy, elegant fruit flavors and an unforgettable label. Thirty two years later, Sin Zin is one of the most recognizable wines in the country.

From the beginning Sin Zin has been a more elegant style of Zinfandel due to both the region and winemaking style. We harvest the grapes from throughout the Alexander Valley - including the valley floor, hillsides and benchlands to get a wide range of complex red fruit flavors in the glass. Since 1999 winemaker Kevin Hall has carried on the tradition looking for a balance of ripeness and acidity in each lot to showcase the elegance of the region. This balance explains Sin Zin's restaurant popularity; it is always a food friendly style of Zinfandel.

2009 was a cooler vintage with fewer heat spikes than in the past few years, allowing for uniform ripening in the Alexander Valley which led to wines with good structure, balance and complexity. Overall, the vintage is more elegant than in many recent years. Kevin blended in 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 a touch of citrus. Flavors of plum, black cherry, black pepper, spice and pomegranate fill the glass. Sin Zin has been a true American original for three decades, the 2009 continues the legacy.

Food Pairing: Grilled meats; Italian cuisine including pizza, pasta with tomato sauces, or eggplant parmigiana; roasted or grilled chicken are just a few of our favorites. This wine is versatile and holds up to bold fresh flavors in most cuisines.



Profile • Jammy, spicy, elegant
• The original California classic since 1978

Awards: 91 points Gold Medal Beverage Testing Institute

Prior Accolades:

Gold Medal - 2011 San Francisco Chronicle International Competition
Gold Medal - 2011 Finger Lakes International Wine Competition
One of the Worlds Best Wine Values Under \$25 Robert M Parker Jr.

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". The Wetzels thought the image looked perfect for a wine label, and its bacchanalian character inspired them to name our rich and robust wine Sin Zin. The first vintage debuted in 1978 and was given to friends and family. Since then the label has been updated twice.

Technical Data:

Grapes: 98.4% Zinfandel, 1.6% Petite Sirah

Harvest Dates: September 8 - October 3, 2009

Barrel regimen: Aged for 10 months in American oak, 20% new

Alcohol: 14.4% **TA:** 6.2 g/L **pH:** 3.68

UPC: 0-85798 07872-1 750ml, 0-85798 07871-4 375ml

SRP: \$20 750ml



Healdsburg ~ Sonoma County ~ California avwine.com



Sin Zin ~ An American Original Since 1978

