



ALEXANDER VALLEY VINEYARDS



2012 Sin Zin 750ml

2012 marks 35 years of Sin Zin at Alexander Valley Vineyards. Our first vintage in 1978 was a family wine, which we bottled and shared with family and friends. Everyone loved the spicy flavors, memorable name and risqué label. The wine was so popular, that in 1980 we offered a few cases for sale and Sin Zin quickly became a cult classic. Sin Zin has impressed wine lovers and critics across the country for over three decades, so we're celebrating with a return to our original label style on the 750ml bottles.

Sin Zin is 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.

2012 was a great growing season in Northern California with more heat accumulation days than recent vintages. Moderate temperatures at bloom resulted in greater fruit set than 2011. Consistent mild to warm days without serious heat spikes during early ripening produced heavier clusters and cluster thinning occurred several times in many blocks. The favorable weather allowed our Zinfandel grapes to reach optimal flavor development.

The 2012 is 100% Zinfandel with aromas of spice, black pepper, dark fruits and vanilla. This refined, well balanced Zinfandel has spicy flavors of plum and black cherry along with black pepper and cocoa powder. There is nice acidity and length to the finish.

Food Pairing: Zinfandel is versatile, it works as well with casual foods - pepperoni pizza, burgers, pulled pork, ribs, as well as roasted poultry, lamb or grilled meats. We suggest a grilled pork skewer with a spicy dipping sauce.

Awards:

- 2012: 92 points Best Buy** - *Wine & Spirits Magazine*
- 2012: 92 points Gold Medal** - *Press Democrat North Coast Wine Challenge*
- 2012: 90 points** - *Beverage Testing Institute*
- 2012: Gold Medal** - *San Francisco Chronicle Wine Competition & Long Beach Grand Cru*

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 four times since that first vintage.



Technical Data:

Grapes: 100% Zinfandel

Harvest Dates: September 7 - October 31, 2012

Barrel regimen: Aged for 10 months in American oak

Alcohol: 14.7% **TA:** 6.2 g/L **pH:** 3.77

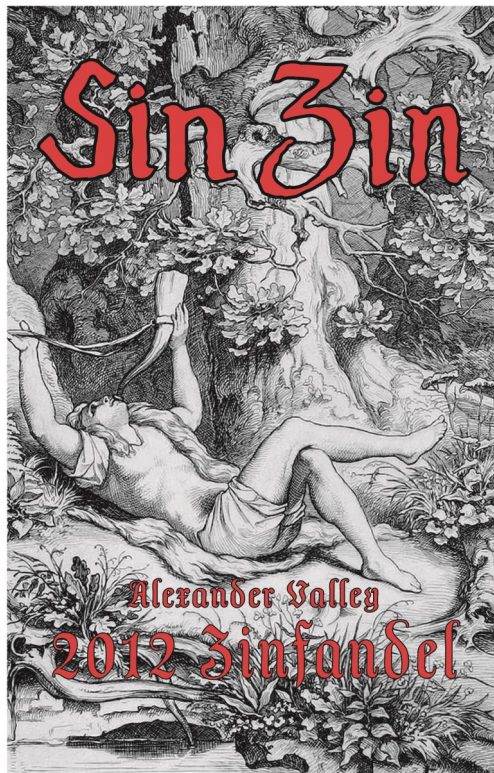
UPC: 0-85798 07872-1 750ml **SRP:** \$20



Healdsburg ~ Sonoma County ~ California

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Sin Zin

Alexander Valley
2012 Zinfandel

2012 marks 35 years of Sin Zin at Alexander Valley Vineyards. Our first vintage in 1978 was given out to family and friends, quickly attaining cult status among those lucky to receive a few bottles. The wine was so popular, that in 1980 we offered a few cases for sale. Over the years the label has evolved, while the wine continues to showcase the rich flavors of Alexander Valley Zinfandel. For over three decades this iconic wine has impressed wine lovers and critics across the country, so we're celebrating with a return to our original label style. The 2012 has a bright expressive nose that draws you to the glass while the lush fruit flavors of raspberry, red cherry, and plum and black pepper finish keep you coming back again and again. Sin Zin is the original California classic – what's in your glass?

PRODUCED & BOTTLED BY
ALEXANDER VALLEY VINEYARDS
HEALDSBURG - SONOMA COUNTY - CA
avvwine.com ALCOHOL 14.7% BY VOLUME



CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.