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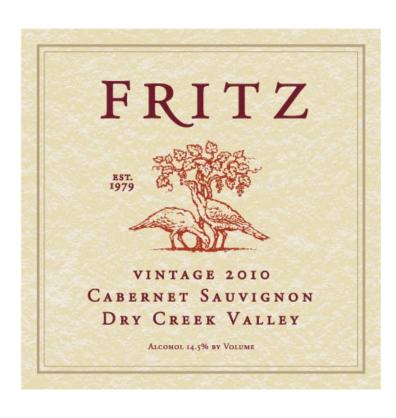


Fritz Cellars' Portfolio of Wines 2010 Cabernet Sauvignon

Winemaker's Notes:

Our 2010 Dry Creek Valley Cabernet Sauvignon has a deep rich color. Aromas of black cherries, fig, and plum are underlined by layered nuances of sage and cocoa. Beautifully balanced with soft tannins and piquant acidity, it greets the palate with sweet plum, cocoa powder, coffee bean, and exotic spices. Look for an exquisitely lingering finish.

- Winemaker Brad Longton



Technical Data:

Appellation: Dry Creek Valley

Varietal: Cabernet Sauvignon

Harvest Date: September 2010

Barrel Aging: 18 Months French Oak

Alcohol: 14.5%

Production: 1000 Cases

Production Notes:

The fruit was de-stemmed so that whole berries were transferred to open top fermenters, to help capture bright fruit aromas and flavors. After a 5 day cold soak the tanks are warmed and inoculated with yeast. The tanks were punched down 2-3 times daily over 10 days increasing skin contact. The wine is then drained of the skins and aged in 60% new French oak for 18 months.