



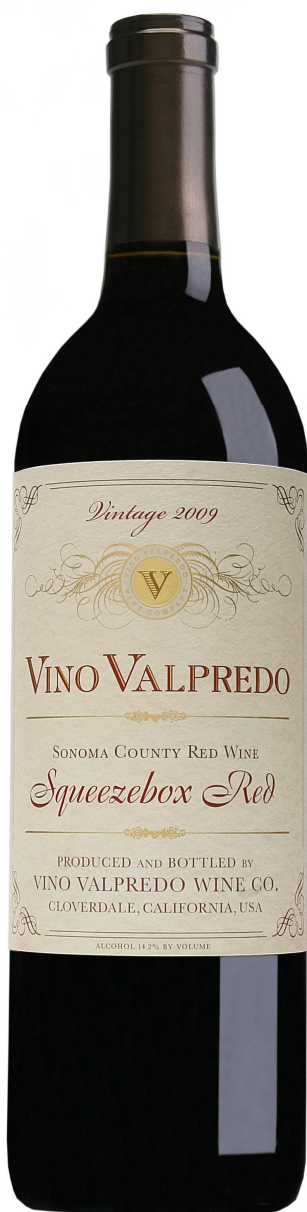
Fritz Cellar's Portfolio of Wines

2009 Squeezebox Red

Winemaker's Notes:

Our 2009 Squeezebox Red is a delicious blend of Malbec, Cabernet Sauvignon, and Syrah and is deep purple in color. Bringing out some of the finest varietals that Dry Creek Valley has to offer this wine has enticing aromas of plum, dark chocolate, and black cherries. With nicely balanced firm tannins this wine has flavors of sweet plum, coco powder, coffee bean, and spices that lead into a pleasant finish.

- Winemaker Brad Longton



Technical Data:

Appellation:	Dry Creek Valley
Varietal:	Malbec/Cab/Syrah Blend
Harvest Date:	September 2009
Barrel Aging:	12 Months American Oak
Alcohol:	14.2%
Production:	1,022 Cases

Production Notes:

The fruit was de-stemmed only so that whole berries were transferred to open top fermenters, this helps to 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 drain of the skins and aged in 40% new American oak for 12 months.