

## The Truth About **CANDOR**

- Another wine from Austin Hope and Treana Winery
- Over delivery: that's the concept
- Merlot ranks 2<sup>nd</sup> only to Cabernet Sauvignon in sales
- IRI data shows Zinfandel is a rising star
- No tricks or gimmicks, just honest winemaking
- Superior package
- What we do best - California red wine
- Multi-vintage: as great grand cru champagnes, blending newer wines brings consistency and freshness
- Great BTG for restaurants wanting a consistent product
- True varietal character
- Fruit source: highly respected family farmers from Paso Robles to Lodi to Santa Barbara
- True California winemaking, not establishing quality based on a location or vintage

**Lot1 Zinfandel:** 60 year old gnarly head vines from Lodi blended with younger, more fruit-forward grapes from Paso Robles make a complex and classic Zinfandel.

**Lot1 Merlot:** A true representation of good California Merlot - with plum and dark fruit flavors with enough weight and grip to round out a lingering velvet finish.

*Candor wines. Truth defined.*

