

The Truth about



CANDOR

Candor is owned and operated by Treana Winery. Treana is owned by the Hope family, one of the pioneering families who have been shaping the wine growing region of Paso Robles, California for over 30 years. The Hope family is continuing to push the quality envelope even higher as they introduce their newest project into the market place: Candor wines.

- Candor wines offer high-quality, affordable California red wines: Zinfandel and Merlot.
- Candor wines reveal the true varietal characteristics of each grape. Careful winemaking preserves fruit character; skillful blending builds in complexity.

THE WINEMAKER, Austin Hope

Growing up surrounded by his family's vineyards in Paso Robles, it was inevitable that Austin Hope would become a leader in the wine industry. He majored in Fruit Science at Cal Poly, San Luis Obispo and started working under Chuck Wagner, founder of Caymus Vineyards, in the early 1990s. A 3rd generation farmer, Austin has been Treana's winemaker since 1998, and now oversees all operations at Treana Winery. His own philosophy combines both the Old World and the New, a respect for balance and elegance layered onto the vibrant fruit of the Central Coast.

THE VINEYARDS

Austin works closely with a select group of farmers from family-owned vineyards to get the best possible fruit from each piece of land. Vineyards are selected from California's best suited areas including Lodi, Paso Robles and Santa Barbara County and chosen based on their ability to produce varietally correct representations of Merlot or Zinfandel. *"Candor is made from quality grapes from vineyards with yields in the 4 - 5 tons per acre range as opposed to other vineyards in California that produce 7 - 8 tons per acre. Our wines show more intense flavor because of these lower yields, and we pick our grapes ripe to get true expression of the grape"*, says winemaker Austin Hope.



*Candor wines.
Truth defined.*

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THE WINES

Candor produces two multi-vintage wines: Merlot and Zinfandel. Winemaker Austin Hope makes it a priority to preserve fruit character. Using multi-vintages allows Candor to make a better, more complete and pleasing bottle of wine.

Candor Zinfandel

- Candor Zinfandel is made from a combination of 60 year old vines and exuberant new ones. The wine is blended together across vineyards and vintages and thus reaches real panache with bright berry fruit, silky tannins, toasty spice and a signature zing of acidity.
- Harvest time is late September through October
- Aged in 100% American oak barrels, 20% new
- SRP under \$20

Candor Merlot

- Candor Merlot, a blend of fruit from coastal vineyards, is strongly influenced by the climate of the Pacific coastline. It shows classic plummy, dark stone fruit, spice and a hint of smoke.
- Harvest time is mid-October
- Aged in 50% French oak and 50% American oak barrels, 25% new
- SRP under \$20