

• THE •  
**FEDERALIST**

THIS IS AMERICAN CRAFT WINE

## 2016 Federalist Zinfandel

The Federalist Lodi Zinfandel is a revolutionary wine created to salute the first President of the United States, George Washington. In the spirit of George Washington and our Founding Fathers, this wine offers bold and original expressions of this truly American grape. This wine connects the founding fathers love of wine, some of whom had vineyards of their own, with this historic appellation known for its old vine Zinfandel.

**Appellation:** Lodi

**Varietals:** 100% Zinfandel

**Color:** Purple

**Aroma:** Aromas of red fruits (strawberry, plum), black pepper and cinnamon spice

**Taste:** Good entrance, full-bodied, good mid-palate, juicy, long finish, strawberry, cinnamon flavors, good tannin structure and nice cleansing acidity

**Fermentation:** Different blocks were fermented separately to preserve ideal characteristics of each. Each block spends an average of 12 days on the skins.

**Aging:** 12 months in 25% new American Oak

### Features

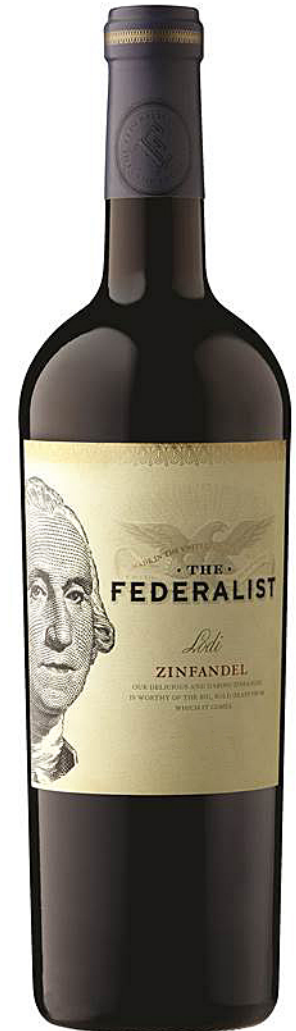
- Hand crafted Lodi Zinfandel with bold flavors situated in fast growing super premium & trade up luxury categories
- Sourced from three sub-AVA's in Lodi to produce a fruit forward blend, paired with more mature fruit from cooler AVA's
- Bold American brand that pays homage to George Washington on our iconic eye-catching label and invests in reaching the millennial male

### Benefits

- High velocity, fast turning wine that drives trade-up and profits
- Wine has on trend taste profile preferred by younger wine consumers
- Iconic, eye-catching packaging that is a natural choice to feature for U.S. holidays and drives trial and repeat purchase

### Competitive Set

- Earthquake
- Joel Gott



UPC: 086891-08304-9  
 SCC: 10 086891-08304-6  
 Case: 12pk