

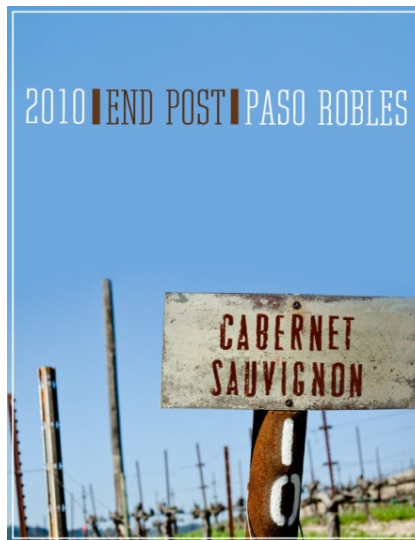
CABERNET SAUVIGNON 2010 END POST

*End Post defines the wine.
End Post anchors the vine.
End Post; it's more than a sign.*

Adelaida's family owned vineyards include five distinct properties totaling 145 acres in the craggy hillside terrain of Paso Robles' west side. Only 14 miles from the Pacific Ocean these are steep and elevated sites (1500 – 1900 feet), characterized by chalk rock limestone soils. Afternoon blasts of coastal air create a daily microclimate that swings 40-50 degrees. Our diverse planting of 23 varieties emphasizes Rhône grapes, old vine Pinot Noir, dry farmed Zinfandel and mountain style Cabernet Sauvignon. Stressed vines produce low yields of precise flavors.

End Post presents an affordable, easy drinking wine sourced from both estate grapes and neighboring vineyards throughout the Paso Robles area. This second vintage of Cabernet Sauvignon under our new *End Post* label hits the mark being deep yet charming with early approachability. Classic Paso and trademarks of vintage 2010. This year's harvest broke the preceding 3 year drought as our vineyards were graced with above average rainfall, approaching as much as 40 inches in parts.

A wine for all seasons, End Post delivers what Paso Robles Cabernet Sauvignon is all about; deep color, inviting aromatics, plenty of forward flavor and above all drinkability. Sourced from both estate fruit and neighboring vineyards this second vintage of End Post is a worthy successor to the inaugural 2009 vintage. Crafted with immediate gratification in mind the wine opens up with mixed scents of blackberries, loganberries and pomegranate. The effusive bright berry fragrances are nicely framed with vanilla accents to complement the high toned wafts of nutmeg and allspice derived from barrel aging. Aromas of warm mother earth and forest floor complete the aromatic profile. On the palate the wine is round, soft and utterly charming, ringing high on the aforementioned overall drinkability scale. A fine example of Paso Robles Cabernet, the wine finishes with characteristic milk chocolate notes and soft approachable tannins that the area is so known for. What are you waiting for, drink now.



VINTAGE DETAILS:

AVA: Paso Robles
Varieties: Cabernet Sauvignon 89%,
Cabernet Franc 6%, Petite Syrah 5%
Release Date: October 1, 2012
CA Suggested Retail: \$20

TECHNICAL DATA:

Alcohol: 14.2%
pH: 3.68
TA: .71 g/L
Bottled: June 28, 2012