

IRON + *sand*

BRAND INFORMATION



BRAND HISTORY

- ◆ Once known for its thermal mineral springs, Paso is now known for producing world class wine.
- ◆ Iron Spring and Sand Spring, were two of the springs that propelled Paso into a bustling destination known as “California’s oldest watering place” in the late 1800s.
- ◆ Iron + Sand is a nostalgic nod to the early times of Iron and Sand springs
- ◆ Iron and sand are also important elements in the wine’s classic Paso terroir as the sturdy iron trellising supports the bearing vines and the alluvial, well-drained sandy soils are the perfect match for Cabernet Sauvignon
- ◆ Sourced from two sub-AVAs of Paso Robles, San Miguel and El Pomar

FEATURES AND BENEFITS

- ◆ An authentic, edgy, artisanal Paso brand in a hot category and leveraging Trinchero’s Central Coast’s Winery
- ◆ Sustainably sourced from two renowned Paso Robles vineyards located in prime sub-AVAs
- ◆ Aged in neutral barrels allowing the Paso Robles terroir to shine through
- ◆ Label speaks to the sturdy iron trellising that supports the bearing vines and the alluvial, well-drained sandy soils
- ◆ Crafted by dedicated winemaker and Paso Robles local, Maclain Atkinson

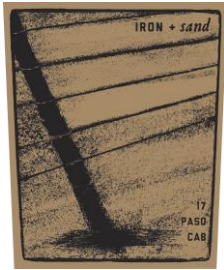
COMPETITIVE SET

- ◆ Justin, Daou, J. Lohr



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KEY SELLING POINTS



PASO ROBLES
CABERNET SAUVIGNON

- ◆ Sustainably sourced from two renowned Paso Robles vineyards located in prime sub-AVAs.
- ◆ Estrella River Ranch Vineyard, San Miguel District: Northern most sub AVA. Named after the San Miguel Mission, built by Franciscan missionaries in the late 1700s. Fruit is subject to the effects of large diurnal shifts, sometimes experiencing a swing as large as 50 degrees, enhancing beautiful fruit acidity. Deep alluvial, sandy soils tailored with being one of the warmer AVAs in the Paso Robles region makes for ripe fruit and smooth tannins.
- ◆ Parrish Templeton Vineyard, El Pomar: Family-owned and located south of the city of Paso Robles and east of the Templeton Gap where sea breezes and marine fog help to cool the vineyards at night. Produces round fruit with earthy flavors
- ◆ Unique winery set up, with fermenters situated on top of storage tanks, allows for minimal pump usage while sending pomace to press. Distinctive pump-over regime was utilized for each lot, and maceration occurred on average over 7–8 days. Aged in 2–3 year old predominantly French oak barrels for 9–12 months.
- ◆ Dense purple in color, this wine opens with aromas of dark plums, black cherries, freshly picked black berries and raspberries intertwined with hints of graphite and baking spices that frame this fruit-driven wine. Balanced acidity on the palate combines perfectly with rich, chocolate, bramble berry fruit flavors, velvety tannins and a lingering, mouthwatering finish.

