

INTRODUCING THE NEW LOOK OF OUR FRIENDS RED!

The next generation of packaging for our red wine blend features a modernized logo, look and style from the friendly fellow balanced o a wine barrel toasting friends (inspired by founder Giovanni Pedroncelli) to the quote by Ann Fairbairn, "There must be always wine and fellowship or we are truly lost." We have created this wine to be a conversation starter or worthy of a chat over a meal. We invite folks to carry on the tradition of including wine on the table with friends.

The blend puts all the best characteristics together. The friendly combination of these complementary grapes, Merlot, Zinfandel and Cabernet Sauvignon, contributes their own unique personalities. It shows in the flavor, structure and balance of the three combined.

WINEMAKER TASTING NOTES From the fruity aromas to the lingering finish, this approachable red wine showcases the best of the blend. Aromas of cherry, black plum and warm spice are appealing. Smooth tannins and light toasty oak notes frame the cherry, plum and vanilla flavors. It is a medium-bodied balanced wine with a fruit forward finish and is made in a ready to drink style-no additional aging required. Pairs well with your glass, pizza, a burger or BBQ chicken.

VINTAGE 2023





riends

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2023 RED WINE BLEND

ANN FAIRBAIRN