

EXPERIENCE

It is often said that life is a journey, not a destination. Experiences along the way make up the essence of our character. Much like a fine wine, we start out young and vibrant. and hopefully become refined and elegant with age. The essence of our Napa Valley Cabernet Sauvignon captures the balance between the winemaker's art and this journey.

2017 NAPA VALLEY CABERNET SAUVIGNON



OUR STORY

Experience wine is the dream of Catherine and Travis Vale. Travis was born and raised in the Russian River Valley of California's Sonoma Coast. He first worked a harvest in 1998, falling in love with the sights and sounds of a working winery. The daughter of a master brewer, Catherine was born and raised in London. The two met in 2001 while both were traveling in New Zealand. The tour bus they shared was aptly named the Kiwi Experience New Zealand. "That chance meeting far from our homes was a turning point in our lives," says Catherine. Naming the fledgling wine Experience seemed a perfect fit.

WINEMAKING

24% of the 2017 Napa Valley Cabernet Sauvignon was barrel-fermented and barrel-aged in new French Oak. The balance of the wine was fermented traditionally, in stainless steel tanks, then moved to French neutral oak for balance.

TASTING NOTES

Intense ruby in color, this Cabernet opens with a lovely bouquet of forward fruit, soft notes of oak from the barrel fermentation, some anise and a hint of mocha. Ripe black fruit unfolds on the palate offering cassis, blackberry and black cherry. The finish is long and lingering with a smooth rich texture.

APPELLATION

Napa Valley

TOTAL ACIDITY

0.56 g/100ml

VARIETAL COMPOSITION

92% Cabernet Sauvignon
6% Merlot, 2% Malbec

PH

3.72

COOPERAGE

17 months 24% new French Oak
76% neutral French Oak
for balance

ALCOHOL

14.2%

CASE PRODUCTION

10,000

RELEASE DATE

January 2020

SUGGESTED RETAIL

\$30

