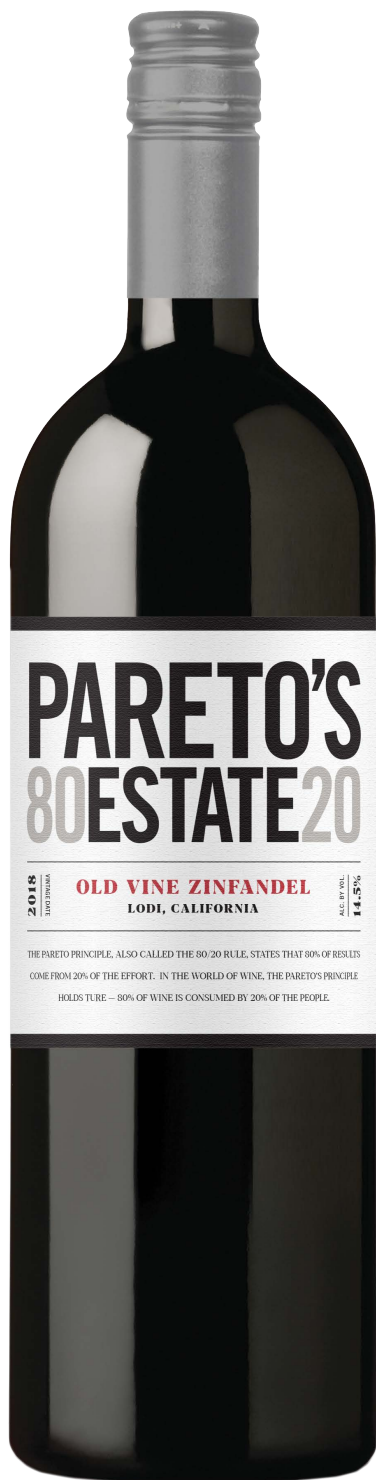


PARETO'S ESTATE

OLD VINE ZINFANDEL

LODI, CALIFORNIA



THE PARETO PRINCIPLE, ALSO CALLED THE 80/20 RULE, STATES THAT 80% OF RESULTS COME FROM 20% OF THE EFFORT. THIS IS TRUE IN THE WORLD OF WINE, WHERE 80% OF WINE IS CONSUMED BY 20% OF THE PEOPLE. WITH PARETO'S ESTATE, WE RAISE OUR GLASSES TO THOSE OF US THAT TAKE UP THE SLACK OF OTHERS. CHEERS TO THE 20%!

TASTING & TECH NOTES

NOSE red aromas of black cherry, raspberry and allspice with a hint of tobacco and mocha

PALATE medium bodied, balanced acidity, structured tannins with a lingering cinnamon and red fruit finish

VARIETAL Zinfandel

WINE With the Sierra Nevada Mountains looming to the east and Pacific Ocean breezes flowing in from the west, Lodi is a preeminent area for rich red wines with deep color and structure. Cool breezes from the San Joaquin/Sacramento River Delta, along with warm days and cool evenings, provide the region with an ideal climate for full-flavored wines with refreshing acidity.

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