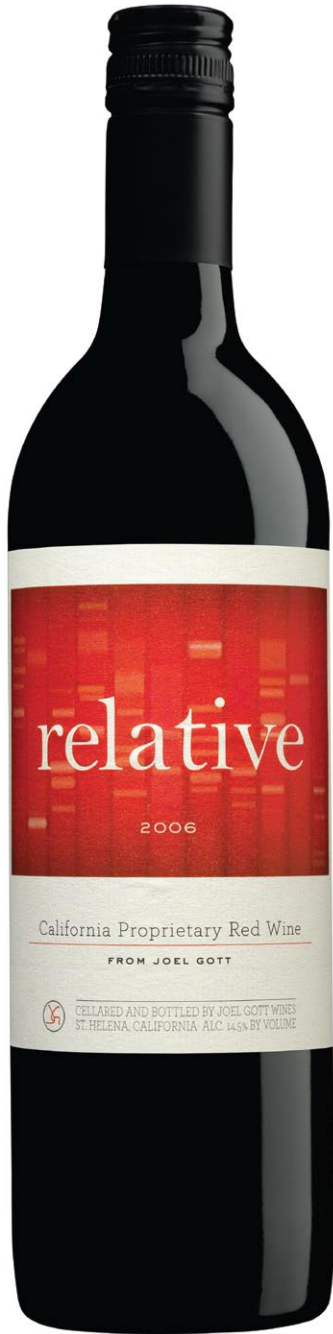


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• ENJOY •



JOEL GOTT

relative

Proprietary Red Wine

California

WHAT:

The 2006 Relative Red Wine has aromas of leather and spices, and shows subtle hints of strawberry and burnt tar. The palate is well-balanced with flavors of bright cherries, plums, and herbs. The wine finishes with a lean, supple structure and firm acidity.

WHERE:

Our 2006 Relative Red Wine is a blend of 50% Zinfandel, 20% Cabernet Sauvignon, 20% Syrah, and 10% Petite Sirah; The fruit comes from locations throughout California, including Lodi, Napa Valley, and Knights Valley.

WHY:

Family is a theme that runs through much of what we do here at Joel Gott Wines. Our work family, our home families...each is made up of disparate, yet connected, elements that come together, creating enjoyable, fun experiences. This wine is no different; it carries the name, Relative, as a nod to the family that created it and the elements of which it's made up.

ALCOHOL: 14.5%

RELEASE DATE: April 2009