

GOLD MEDAL WINE CLUB'S  
Platinum Series Selection



# Platinum Plus!

## Le Pich 2010 Cabernet Sauvignon Napa Valley

One of Napa Valley's newest luxury wine producers, Purlieu Wines (and its sister label Le Pich) focuses on ultra premium Cabernet Sauvignons from the renowned Coombsville, Oakville, and Rutherford appellations. The name *Purlieu* means "the edge of the forest," which refers to the winery's home base in Coombsville, located at the edge of the forest and the entire Napa Valley. *Purlieu* also refers to head winemaker Julien Fayard's approach to winemaking - exploring the outskirts and 'walking the edge' between innovation and tradition, confidence and restraint, and depth and refreshment. His award-winning track record and skilled winemaking techniques have made Purlieu and Le Pich into two incredibly successful wine brands, even in their short lifespan.

This month's *Platinum Series Plus!* feature comes from the Le Pich brand, which gets its name from a Wappo Indian term meaning "golden eagle." These beautiful hunting birds are often described as powerful, graceful, dignified, impressive, and noble - cleverly enough, all words that would also describe a premium Napa Valley Cabernet Sauvignon. The golden eagles are often spotted soaring above the winery's Napa Valley vineyards, so it seemed an appropriate name for Purlieu's distinctive sister label.

Winemaker Julien Fayard brings world-class experience to Purlieu and Le Pich, getting his start in both Provence and Bordeaux, where he defined his core winemaking style at the grand Chateau Lafite-Rothschild. Once moving to Napa Valley in 2006, Julien worked at such renowned estates as Quintessa, Atelier Melka, Lail, Gemstone, and Dalla Valle, further developing his style and pushing the boundaries on crafting Napa Valley Cabs. When the opportunity arose to head Purlieu and Le Pich, Julien jumped at the chance and has since been a vital part of the brands' growth and achievement. He works closely with top-notch viticulturist Steve Matthiasson and a group of seasoned and determined wine professionals, all focused on producing the finest Cabernet Sauvignon possible from the best estate vineyards in Napa Valley. The first releases for Purlieu and Le Pich came in 2012 and they have already become highly regarded additions to the illustrious Napa Valley.

### Accolades & Tasting Notes

#### **GOLD MEDAL SPECIAL SELECTION**

The Le Pich 2010 Cabernet Sauvignon comes from vineyards within the Coombsville AVA of Napa Valley. This growing region is considerably cooler than its surrounding appellations, which allows the grapes to ripen more slowly and evenly, and translates into beautifully nuanced and expressive aromas in the finished wines. The Le Pich Cabernet Sauvignon has a complex nose of red berries, cherries, and strawberries, with hints of vanilla and cocoa in the background. On the palate, the wine is lush and full-bodied with vibrant dark fruit flavors, French Oak nuances, and softly integrated tannins. While this New Release has not yet been submitted for review, we know you'll agree that the quality certainly speaks for itself. We hope you enjoy this specially selected hidden gem from Napa Valley! 100% Cabernet Sauvignon. Enjoy now until 2020.

Winery Direct: \$45.00 /bottle

**Gold Medal Wine Store price:**

**2 Bottle Members: \$37.00**

**4 Bottle / Multi-Series Members: \$34.00**

\*2 bottle min. order.

Availability is extremely limited.

(plus shipping)

800-266-8888 [www.goldmedalwineclub.com](http://www.goldmedalwineclub.com)

