



Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

Mirror Wine Company | Sonoma County

A number of professional athletes create trusts or foundations during their playing or retirement careers to ensure their success off the field in life after their sporting careers are finished. Many are charitable endeavors and have provided funds to various benevolent needs.

Such is the case with this Platinum selection from the Mirror Wine Company. Former Notre Dame and professional NFL quarterback Rick Mirer went a step further when he developed this month's wine, the Mirror Cabernet Sauvignon from the Oak Knoll District of Napa Valley.

Mirer admitted that his interest in wine began when he traveled along the California Coast during the early to mid-1990's. "I played two years for the San Francisco Forty-Niners and two years for the Oakland Raiders," he explained. "I had been around wine for awhile but the fact that the Raiders had their training camp in Napa Valley really made the difference. I had never been in Napa for more than a day or two, not to mention three weeks. When we broke camp, I knew I was hooked for good."

In 2008, Rick Mirer saw his dream come true. With the help of noted Napa Valley winemaking Rob Lawson, the Mirror Wine Company released its first 500 cases of Cabernet Sauvignon. Mirror Wine Company was an instant success due to the efforts of Lawson (Pavi Wines), a third generation family member of the California wine industry. Lawson feels the wine he produces for Mirror Wine Company is his flagship wine that has brought him numerous accolades and awards.

About the name Mirror Wine Company. "Despite its closeness in pronunciation to my name, the term signifies the two principle vineyards in Napa Valley that provided the fruit for our first wines," added Mirer. "The western half of the two is just off Hwy 29 and the eastern half is perched above the Silverado Trail. The two tend to mirror each other in many ways. We wanted a name that would be novel and meaningful at the same time."

Rick Mirer is as passionate about the wine business as he was about the game of football. He travels from his home base in San Diego to the Napa Valley 10-15 times a year. The production of Mirror Wine Company has grown

to just under 2,000 cases and additional varietals have been added to the company's portfolio. But the main emphasis of the operation continues to be the Mirer Family Foundation.

Over the years, the foundation has continued to grow with the help of various wine promotions. "It is our aim to help children's charities tied to health and education, and our reach is expanding every day," Mirer clarified. "Hundreds of thousands of dollars have been donated to various charities because of the efforts of our 'Team' members."

Mirer and his family could have moved back to Napa Valley, but the ex-star quarterback chose to live in San Diego. "One of the main reasons is that I truly get a great feeling and appreciation as I drive up the Napa Valley. If I lived and worked there, it would be different - the appreciation would be dissimilar. We have assembled a great staff at Mirror Wine Company and we have been fortunate to be able to produce wines at the highest level since our inception in 2008," he clarified. "We have sold out of all our wines since we began operations."

All of Mirror Wine Company's wines are produced at the Napa Valley Wine Company in Oakville. Wines may be tasted at the Oakville Cross location with the help of a talented staff.

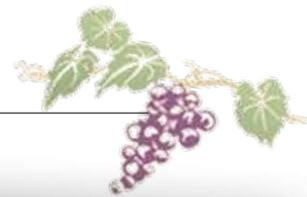
Mirer plans to keep the Mirror Wine Company small, at least for the time being. He senses that consumers are keenly interested in discovering new wines and wineries. "It is all part of the ambiance of Napa Valley," Mirer finalized. "People love the romance of the grape and all that it encompasses. The pure physical beauty of the valley was what drew my wife Stephanie and me to consider our winery project in the first place."

Rick Mirer's approach to the wine industry is similar to his style in football. He wants to make the best wines possible with a humble approach and a desire to over deliver at every stage. Mirer wants to forget the hype, the glitzy style and the exaggerated price. He intends to do something spectacular, yet subtle.

Rick Mirer and the Mirror Wine Company have delivered on their undertaking at every turn and the wine world, as well as numerous charities, is the beneficiary.



Mirror | 2013 Cabernet Sauvignon, Napa Valley



**92 POINTS +
EDITOR'S CHOICE**
— *Wine Enthusiast magazine*

91 POINTS
— *Robert Parker's
The Wine Advocate*

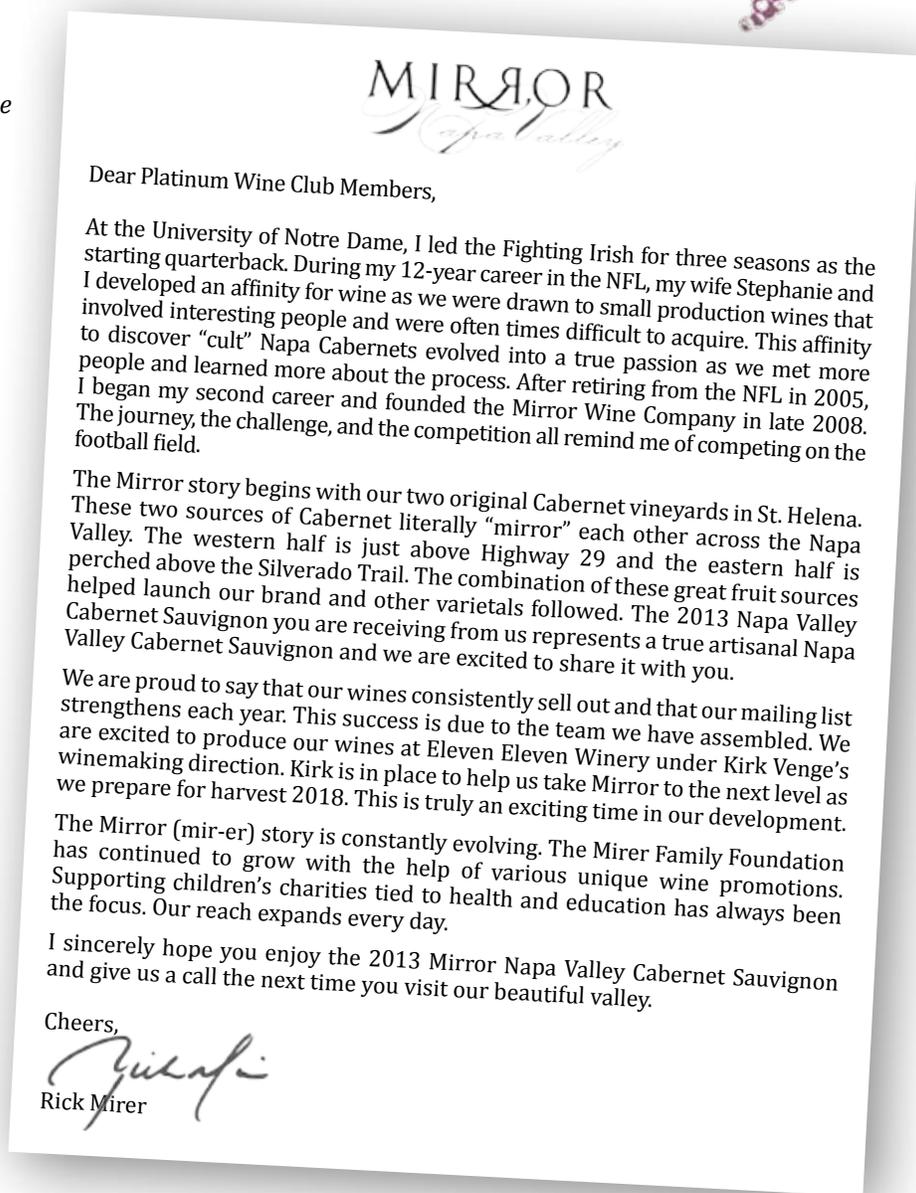
650 cases produced

The Mirror 2013 Napa Valley Cabernet Sauvignon blends fruit from esteemed properties in Calistoga, Oakville, Howell Mountain and Yountville to create a wine that is both fruit forward and robust in flavor and texture. The aromas of this Cabernet Sauvignon are an ever evolving blend of dry rose petals, ripe blackberries, pipe tobacco, dark chocolate and baking spices, while the palate offers layers of complexity. A soft, ripe entry of dark cherry with hints of leather are followed by a concentrated core of ripe plum, highlights of vanilla, cinnamon, and cedar. The balanced acidity delivers a seamless harmony of fruit and rich tannins that integrate into a clean and long lasting elegant finish. Aged 20 months in oak. 100% Cabernet Sauvignon. Enjoy now until 2023.



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**This month's Platinum *Plus!*
Featured Wine:**

**Lobo 2013 "Atlas Peak"
Cabernet Sauvignon, Napa Valley**

93 Points - *Ultimate Wine Challenge, New York*
90 Points - *Wine Enthusiast magazine*
450 Cases Produced

Shipping and tax (if applicable) not included in above prices.
*Effective per bottle prices after Membership Rewards discount is applied at checkout. Membership Rewards does not apply to Sale or Special-Offer Wines.