



Diamond Plus!

PHARAOHMOANS WINERY
2014 RED WINE

Paso Robles



PharaohMoans Winery is a joint venture between John Schwartz, owner of Amuse Bouche Winery in Napa Valley, and Chef Bryan Ogden, recipient of the James Beard Award for Best Restaurant in 2003. With their combined 35 plus years in the wine and food industry, it is their objective to craft the best possible Syrah and Grenache from Paso Robles on California's Central Coast. They have spared no expense, from farming to the bottles, to make truly remarkable wines - so remarkable in fact, that every vintage has garnered an impressive 92+ Points from the wine industry press.

For their new passion project, John and Bryan chose the name 'PharaohMoans' to honor the birth place of wine in ancient Egypt, while also playing with the term 'pheromones,' which is the hormonal influence behind a variety of sensory patterns, including the consumption of very fine wines. The hieroglyphics on the label are the actual characters for the words 'pharaoh moans' and the shape of the label closely resembles the Rosetta Stone.

The first vintage of PharaohMoans was in 2005 and overall production has remained very small since that first bottling (only a few hundred cases each year total). The fruit is sourced from the westside of Paso Robles near the Templeton Gap, a breach in the coastal mountain range where the cooling ocean breezes temper the hot summer days and the resultant temperature swings can be as much as 40 degrees - in fact, Paso Robles has a greater day-to-night temperature swing than any other appellation in California, which allows the fruit to ripen evenly with acid and fruit flavors kept in optimal balance. It is one of the reasons that Paso Robles is now one of the fastest growing and most desirable wine producing regions in the state.

John Schwartz and Bryan Ogden are also joined by French winemaker, Guillaume Fabre, whose family has been making wine for generations in the South of France and Bordeaux. Guillaume grew up on his family's winery property, and it instilled in him an early passion for wine. After earning a degree in Winemaking, Oenology and Vineyard Management from the Lycée Charlemagne, Carcassonne, France, he went on to gain winemaking experience at various French estates before moving to Paso Robles in 2006. Here, he settled at L'Aventure Winery and also took on the challenge of winemaker, winegrower and owner of Close Solene. His world-class, award-winning wines have made him a standout producer in the region and he has made an excellent addition to the PharaohMoans team. We are happy to introduce this ultra boutique producer to our *Diamond Plus! Wine Club* members. Cheers!

Accolades and Tasting Notes

94 Points - Robert Parker's *The Wine Advocate*

A blend of 92% Syrah and 8% Grenache, the PharaohMoans 2014 Red Wine is a beautifully balanced, full-bodied fruit-bomb wine that shows the richness of the vintage. Flavors of blackberry, cherry, raspberry purée, creamy licorice, melted chocolate and dark cracked pepper ooze from the glass while smoky, spicy aromas tantalize the senses. Aged 17 months in oak. Enjoy now until 2023.



YOU SAVE
11%-15% off the
winery retail price!

Instant Membership Rewards Pricing:*

Membership Level	Retail Price at Winery	Number of Bottles Ordered:		
		2+	6+	12+
2-Btl. Members:	\$100.00	\$89.00	\$87.33	\$86.50
4-Btl. Members:	\$100.00	\$89.00	\$86.50	\$85.25

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