

GOLD MEDAL WINE CLUB'S
Gold Series Selection

Gold Plus!

Praxis Cellars 2008 Lagrein Central Coast

'Praxis makes perfect!' Praxis Cellars is a small Sonoma County family winery that was founded by Bill Arbios and his wife Susan in 2000, seven years after they established their first winery brand, the reputable Arbios Cellars. *Praxis* is derived from the Greek word for *practice*, as a doctor or lawyer practices his craft. The word was also a pre-Arts and Crafts philosophy in Europe emphasizing the importance of striving for perfection, while knowing that it will never be achieved. It has been a fitting name for the wine label, as it offers Bill Arbios the opportunity to 'practice' his craft with different wine varietals from various wine regions in California. Praxis wines are never blended, and instead are intended to showcase specific varietals from single vineyards. Today, the rather successful sister labels offer an incredibly distinctive and exciting portfolio of wines produced from California's top wine regions.

Bill Arbios has now been a winemaker for over 40 years, and has enjoyed a rewarding winemaking career with many prominent wineries, including Lyeth, Fieldstone and Jarvis. While they were wonderful opportunities, he always felt somewhat restricted working for large wineries and yearned for his own roots. With the creation of Arbios Cellars and Praxis Cellars, Bill's dream of expressing his own vision and creating something lasting is now being realized. While Bill handles the role of winemaker, his wife Susan is responsible for much of the business side, including direct sales. Together, they've earned great respect in the industry and couldn't be happier for Arbios and Praxis' cult status success.

600
Cases Produced!

Accolades & Tasting Notes

GOLD MEDAL -Orange County Fair Wine Competition

During a trip to the Italian Alps, Bill Arbios became fascinated by the Lagrein varietal. He first tasted Lagrein while on a hunt to see the remains of Utzi, the Alpine Ice Man and oldest natural mummy (his wife Susan was an archeologist in her younger days). They decided right then and there that they would one day make their own American Lagrein and share this little known varietal with their family and friends.

Pronounced Lah-GRAYHN, this cool-climate, high-elevation red varietal is a 500-year-old cross between Teroldego and Pinot Noir varietals and offers a wonderfully distinctive Italian-style flavor profile. The Praxis 2008 Lagrein comes from one of the first American Lagrein vineyards in the United States. Its grapes are over 20 years old and rest at an elevation of 1800 feet near Santa Maria on California's Central Coast. The conditions are very similar to those in the Alto Adige of Italy.

The color of the 2008 Lagrein is a deep purple hue with red highlights. Aromas of cocoa nibs (a cross between raw chocolate and roasted coffee beans) and mulberry jam rise from the glass with hints of mocha. On the palate, flavors of crushed black fruit, blueberry and cranberry blend with smooth, mouth-filling tannins that finish with a soft, plush texture. Aged 30 months in oak. 100% Lagrein. Enjoy now until 2016.

Winery Direct: \$21.00 /bottle

Gold Medal Wine Store price:

2 Bottle Members: \$18.00

4 Bottle / Multi-Series Members: \$17.00

*2 bottle min. order.

Availability is extremely limited.
(plus shipping)

800-266-8888 www.goldmedalwineclub.com

