



Platinum Plus!

pureCru | 2012 "CFM" Red Blend Napa Valley

Launched in 2009, pureCru Winery is the brainchild of three wine lovers from the Central Valley and one award-winning winemaker in Napa Valley. They have successfully teamed up to produce small quantities of unique blends from Napa Valley and its surrounding regions, and they are building quite the following with their award-winning wines.

It all started with winemaker Mitch Cosentino. Mitch first began making wine in 1980 in Modesto, California and founded his namesake winery there (Cosentino Wine Company). Ten years later, he moved his winery operation to Napa Valley, greatly expanded his production, and continued to make many award-winning varietal and blended wines before ultimately selling the entity. Cosentino Winery still exists and carries Mitch's name, as a tribute to his legacy and all the hard work he put into building the brand and location, but he is now no longer involved with the operation.

It wasn't long after leaving the winery that Mitch started reminiscing about a small, hands-on entity where he could do it all himself again, like he had in the beginning. Then came the idea for 'pureCru' and the support of his three friends, Don Held (a grocer broker), Jim Nylén (a real estate developer), and Prahbjit Purewal (an oncologist). They shared Mitch's passion for premium, small-lot wines and jumped at the opportunity to go into business together.

The first release of pureCru came in 2009, and the 'cru' hasn't looked back since. The winery does not own any vineyards, and instead sources all of its fruit from renowned vineyards that Mitch Cosentino has become very familiar with during his long winemaking career in the Valley. While he does make a few varietal wines under the pureCru label, Mitch is a believer that the most eloquent and composed wines come from blending. His range of unique blends are both creative and thoughtful, known for their individuality and versatility with food.

PureCru wines are available for tasting in the *Wines on First* tasting room in Downtown Napa. The space is a first in the city of Napa, operating as a partnership between three unique wineries and a restaurant (Oenotri) that serves full meals inside the tasting room.

We hope you enjoy this excellent selection from pureCru Wines, and applaud Mitch Cosentino's successful new venture. Cheers!



Accolades & Tasting Notes

BEST OF CLASS in Cabernet Franc Class - SF Chronicle Wine Competition
90 POINTS + GOLD MEDAL - LA International Wine Competition

A complex, full-bodied blend of 67% Cabernet Franc and 33% Merlot, the pureCru 2012 'CFM' was produced from several premium vineyards in Napa Valley, including the Carpenter Vineyard in St. Helena. On the nose, aromas of cedar-cigar box mingle with hints of classic sweet clove and a deep rose. The palate offers flavors of clove, cedar and black fruits with a touch of pepper that is accented by a Bordeaux-like minerality and notes of currants, pomegranate and black plum. Bright fruit flavors dominate the long finish. Aged 39 months in oak. Enjoy now until 2022.



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Membership Level	Retail Price at Winery	Number of Bottles Ordered:		
		2+	6+	12+
2-Btl. Members:	\$50.00	\$44.00	\$42.33	\$41.50
4-Btl. Members:		\$44.00	\$41.50	\$40.25

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