

Rutherford Wine Co. Launches Two Range Red Wine

Dynamic wine company expands portfolio with entry in fast moving red blend category

July 26, 2016— Rutherford, CA— Rutherford Wine Company, a family owned wine company based in Napa Valley, has launched **Two Range Red Wine by Rutherford Ranch Winery**. This full-bodied red blend pays homage to Napa Valley’s ideal location between the Vaca and Mayacamas mountain ranges, and reflects the depth and character of wines from this world famous wine grape growing region. The wine’s suggested retail price is \$25 (750ml).

“My goal with Two Range Red Wine was to create a complex wine with the aromatic spice notes, red fruit aromas and dark chocolate flavors characteristic of this famous valley,” said Rutherford Wine Company General Manager Morgan Zaninovich. “We hand selected lots from a rich array of outstanding fruit, and crafted a delicious and complex blend that captures the essence of Napa.”

Two Range Red Wine joins a fast-moving category of \$20+ red blends that has outpaced the category, experiencing growth of 36% over last year. Now ranked as the third largest wine category by volume and value, red blends account for more than \$900 million in retail sales. (Source: Nielsen)

“Today, the American wine consumer is looking to trade up without breaking the bank,” Zaninovich added. “As a result, you’re seeing the over \$20 segment, especially in the red blend category, take off. Two Range Red Wine offers consumers the opportunity to enjoy a high quality Napa Valley wine at an approachable price.”



Two Range Red Wine at a Glance

- *Region:* Napa Valley AVA
- *Vintage:* 2014
- *Blend:* Petite Sirah, Merlot, Cabernet Sauvignon and Syrah.
- *Oak:* Aged in French oak
- *Flavors and Aromas:* Spices coupled with black cherry aromas, alongside fresh raspberry and dark chocolate flavors
- *ABV:* 13.5%
- *SRP:* \$25

About Rutherford Wine Company

Rutherford Wine Company offers a portfolio of wines representing the rich diversity of California's outstanding appellations. The family-owned and managed company is based in Napa Valley's Rutherford District - one of the region's most renowned sub-appellations. The winery and estate vineyards are certified sustainable by the California Sustainable Winegrowing Alliance. The critically acclaimed wines have been characterized as one of Napa's great values by noted wine writer Robert Parker.

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