

# Obvious Wines

## No 01 Dark & Bold Red Blend

### THE FACTS

COUNTRY: USA - CA

REGION: Central Coast

APPELLATION: Central Coast

CEPAGE: 28% Cabernet Sauvignon, 20% Syrah, 16% Zinfandel, 14% Petite Sirah, 13% Merlot, 9% Grenache

WINEMAKING: Minimal intervention philosophy in the winery.

Cool 60°F fermentation to enhance fruit expression. Aged 15 months French Oak (20% new). Exclusive use of vegan clarification methods.

ALCOHOL BY VOLUME: 14.5%

AGING: 15 months French Oak (20% new)

### THE STORY

Created by reformed “wine-snob” originally from Champagne, France, founder Brice Baillie noticed a gap between an overall growing interest and love for Boutique, Vegan & Eco-friendly wines, yet high level of intimidation towards selecting and discussing them.

In 2018, he decided to create an accessible and playful brand that still checked all the necessary boxes of high-quality, eco-conscious wine. So, he got to work cold-calling wineries in California to identify those who were open to partnerships and met his criteria. Eventually, he got a bite, and Obvious Wines was born.

### THE ADJECTIVES

OVERALL: Dark & Bold

AROMAS / FLAVORS: Dark fruits, baking spices, subtle earthiness, blackcurrant, blueberry, plum with vanilla, clove

MOUTHFEEL: Smooth yet well-structured

### THE SELLING POINTS

SUSTAINABILITY: Certified Sustainable, Vegan

PAIRINGS: Roast chicken, carnitas tacos, cheese, dark chocolate

