

# PURPLE HEART

— WINES —

## PURPLE HEART—A HEROIC RED BLEND

AN INSPIRED COLLABORATION BETWEEN  
THE C. MONDAVI & FAMILY AND THE PURPLE HEART FOUNDATION

The Purple Heart – No honor better symbolizes the bravery, determination and selflessness of the military men and women serving our country. Inspired by this most noble medal, and in tribute to the late Peter Mondavi Sr.—a proud World War II veteran—his sons, Marc and Peter Jr., challenged veteran winemaker John Moynier to craft an exceptional red wine worthy of its iconic title. The wine serves as a testament to the integrity and virtue of the Purple Heart Foundation, and aims to further the organization’s cause through both awareness and fundraising. To this end, Purple Heart Wines proudly makes an annual donation to the Foundation, which goes toward serving the unmet needs of military men, women and families. Join us as we lift a glass in tribute to our brave heroes and thank them for the profound contributions and sacrifices they have made.

### 2015 PURPLE HEART RED WINE

Crafted from hand-selected lots of choice Sonoma County fruit, the 2015 Purple Heart has aromas of cedar, plums, blackberries and black currant with hints of black licorice. Dark ruby and opaque in appearance, this medium-bodied wine is lushly textured with notes of red and black fruits, blueberry and hints of cardamom. Seamless across the palate, the wine has a long, velvety mouthfeel and finely balanced tannins. It will drink beautifully upon release and will continue to gain complexity and grace with 4-5 years cellaring.

Appellation: Sonoma County

Alc: 14.2% pH: 3.46 TA: 0.59g/100ml

Blend: 67% Merlot, 19% Zinfandel, 8% Petit Verdot, 6% Cabernet Franc

### WINEMAKER, JOHN MOYNIER

In April 2017, Marc and Peter Jr. turned to an old friend—John Moynier—to assume the winemaking helm at Purple Heart Wines. A proud veteran of the US Air Force from 1968-1972, John was inspired to return from retirement and dedicate himself to supporting the Purple Heart Foundation’s mission by crafting this exceptional red blend. A graduate of UC Davis’ Fermentation Science program, John has been making wines for the C Mondavi Family for over thirty years. He views Purple Heart as the perfect capstone to a storied winemaking career.

