

PURPLE HEART

— WINES —

SAVOR THE WINE
& SUPPORT OUR HEROES

AN INSPIRED COLLABORATION
BETWEEN THE 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 their winemaking team 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.

2016 PURPLE HEART RED WINE

The 2016 Purple Heart wine is crafted from hand-selected lots of pristine Sonoma County fruit, with both Alexander Valley and Dry Creek Valley vineyards figuring prominently. This medium-bodied offering opens with bright aromas of raspberries and cedar that precede richly textured notes of dark fruit and black currant on the palate. The wine’s finely balanced tannins give it a long, velvety mouthfeel with hints of caramelized brown sugar lingering through the finish. Drinking beautifully upon release it will continue to gain complexity and grace with 4-5 years of cellaring.

Appellation: Sonoma County

Alc: 14% pH: 3.64 TA: 0.58g/100ml

Blend: 68% Merlot, 14% Zinfandel, 9% Petite Sirah, 8% Malbec

