



## Apothic® Crush 2015

Apothic is a true original. Named for the mysterious place, Apotheca, where vintners stored their most coveted concoctions in 13th century Europe, Apothic blends fuse Old World intrigue with modern sophistication. Winemaker Debbie Juergenson lets the character and flavor of each varietal guide the shape of her wines. In addition to Apothic Red, Apothic White, Apothic Dark and Apothic Crush, the brand also offers a selection of limited release blends.

### About the Wine:

Apothic Crush is a decadent Red Blend that brings together soft, red fruit flavors and hints of caramel for a luscious, memorable wine experience. The 2015 blend is led by Petite Sirah and Pinot Noir that combine to highlight elegant aromas and notes of ripe berry and cherry that leaves you with a velvety smooth mouthfeel.

### Viticulture Notes:

We selected a majority of the grapes for our 2015 Apothic Crush from the Lodi region in California, where sunlight, cool breezes and diverse soils produce wine with richness, balance and a unique combination of flavors. The 2015 growing season was another ideal year with an early spring, steady moderate temperatures through the summer and a dry, early harvest. The stable climate allowed the vines and fruit to grow evenly with extensive hang time to ripen perfectly and develop rich, complex flavors.

### Winemaking Notes:

A majority of the grapes for Apothic Crush were harvested at night for the cool temperatures. We cold soaked the Pinot Noir for 2 to 3 days prior to fermentation and then held its fermentation between 82° to 85° Fahrenheit. We fermented the other varieties at slightly higher temperatures from 85° to 88° Fahrenheit. We used a mixture of French and American oak to enhance the mouthfeel and showcase the caramel characters.

<b>Varietal Content:</b>	Lead varietals are Pinot Noir and Petite Sirah
<b>Varietal Origin:</b>	California
<b>Alcohol Level:</b>	14.5%
<b>Titrateable Acidity:</b>	0.51g/100mL
<b>Residual Sugar:</b>	1.00g/100mL
<b>pH:</b>	3.74

