



WHERE
CALIFORNIA

WHAT
WHITE

WHEN
TODAY, EVERY DAY

STRANGEWAYS CHARDONNAY

E mú, bruté? (couldn't help myself)

STRANGEWAYS

WINEMAKER Serghei Stanila

REGION California

GRAPE VARIETY Chardonnay

PRODUCTION 12,000 bottles



CONCEPTUAL DOPPELGÄNGER

Clearly the fucking emu is the inspiration for this wine, so let's talk about the fucking emu. The female emu is the symbol of freedom that all women should be embracing. She is the ultimate feminist: the men fight for her attention. She picks her mate. She gets her emu freak on. She designs the nursery (nest). She gives the male a stern talking to. She bails to go find some other stud to repeat this process. The male loses his feathers to create a bald patch with which to brood over the eggs (literally). He stays and turns the eggs ten times a day and oversees the hatching. Fucking emus are progressive as shit. Strangeways indeed! (or not, right?)

VITI VINI All vineyards are farmed sustainably. Grapes are picked, pressed at 2.5 bars and allowed to settle overnight. The clear juice is racked into stainless steel for fermentation. 15% of the juice goes through MLF. Fined and lightly filtered.

PRODUCER We searched California to find a producer who could make high quality wines that we could offer for a great value. We found one in Buellton. Working with scale to maximize efficiencies, this producer has the ability to crank out great wine priced reasonably. The wine is a blend of fruit from varying appellations from Napa Valley to the Central Coast. Soil and vine age are as varied as the vineyard sources and it's this combination of factors that leads to the wine's overtly characterful style. It's a rare find in California to discover a winery that truly

understands value. Much in the same way the Emu understands value. Emu's will eat almost anything they find like grass, seeds, fruit, leaves, and insects. While incubating eggs they can go for almost 2 months without eating or drinking, that's getting some serious value out of your food! Incidentally Buellton also happens to be home to a large Emu & Ostrich preserve. Thus the inspiration for the label. Emus are Strange creatures. Very picky about who they like. As you should be. With friends. With lovers. And of course, wine...

communal brands



CLASSIC WINE FOR MODERN PEOPLE