



WHERE
CALIFORNIA

WHAT
RED

WHEN
TODAY, EVERY DAY

STRANGEWAYS PINOT NOIR

When I'm feeling EMUtional, I tend to drink a lot.

STRANGEWAYS

WINEMAKER Serghei Stanila

REGION California

GRAPE VARIETY Pinot Noir

PRODUCTION 12,000 bottles



CONCEPTUAL DOPPELGÄNGER

See Chardonnay description for primer. As a secondary conceptual dopelgänger, I submit that inspiration was drawn from Netflix's fantastic Lady Dynamite starring and basically being about Maria Bamford. Don't know her? OK, maybe it's not for you, but if you like absurdism that goes down pretty easy, with a heavy dose of weird and goofy,

then Maria's your gal. While I'd be loath to call this show crowd pleasing - you just gotta find the right crowd - like anything. This is my kind of crowd pleaser - a performer who will stop at nothing to win you over, or bowl you over. I'm in.

VITI VINI All vineyards are farmed sustainably. Grapes are destemmed. Primary fermentation and MLF in stainless steel. Maturation in neutral French oak for 8 months. 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