

WHERE
USA

WHAT
ROSÉ

WHEN
DAILY

GUILT

EISOLD-SMITH GUILT

Inside joke manifested and (sincerely) enjoyed by all who get it (not for the self-conscious).

WINEMAKER Adam Smith & Lauren Eisold

REGION Sierra Foothills, CA

GRAPE VARIETY Zinfandel

SOIL Granite & Loam

AGE OF VINES Planted in the 1980's

PRODUCTION 950 cases



CONCEPTUAL DOPPELGÄNGER

I mean I get it. Bad is cool as long as you celebrate your shame and don't actually exhibit any shame. Celebrate your choices and they all become good choices - for the moment. Gild that guilt and put it out there for all to see and we can all drink to our own eternal hypocrisy. And have another when we realize how delicious it is. Do. Yo'. Thang!

VITI/VINI

The fruit is immediately cold pressed off the skins, to limit color and tannin extraction. The juice is then allowed to settle and begins fermentation naturally with no additions. The wine then spent 5 months on the lees and did not go through malolactic fermentation. It was then bottled with only a minimal addition of sulphur. The aim of the winemaking process is to keep the wine fresh and delicious. This is not your Aunt Joan's White Zinfandel!

PRODUCER

Power couple, Lauren Eisold and Adam Smith started making wine together in 2009. The quality of what they produced was instantly recognized when their first vintage made the Wine Spectator Top 100. Lauren's the farmer. From Germany, she has wine production in her roots and has spent her career developing some serious expertise. She is now quite well known in Oregon as a premier grower and expert in biodynamic practices. Adam is a rockstar at heart, but also with wine in his blood having grown up in the Sierra Foot hills of California. It

was a record label that brought him to Portland in 2003 and kicked off his wine career as well. Seeking to supplement his income in Portland, he got his first industry job as a cellar hand at Domaine Serene and things evolved from there. Lauren and Adam make expressive and authentic wines. Wines they appreciate and they themselves enjoy drinking. Void of any pretense, the hand drawn paper plane on the labels reflect what they refer to as their 'family crest', artfully crafted at a bar in downtown Portland and a nod to their early days.

