



SEVEN DEADLY RED®

RED WINE 2016 LODI

HISTORY

Released in 2002, 7 Deadly was born from a Catholic school upbringing and our winemaker's lust for hedonistically seductive wine. Seven certified sustainable vineyards were chosen for the inaugural vintage in the enviable Lodi appellation, where Zinfandel reigns supreme. The Seven Sins were related to the seven Old Vine Zinfandels blended in the wine to create 7 Deadly Zins, now America's favorite Zinfandel*. In 2017, 7 Deadly proudly introduced 7 Deadly Red, a proprietary red blend crafted from the diverse and hallowed soils of the Lodi AVA.

GROWING CONDITIONS

We could not have asked for better conditions for the 2016 growing season. The weather was temperate with only 8 days above 100 degrees Fahrenheit, and the fruit quality was impeccable. We started picking in late July and finished the last week of October, just before heavy rains hit. With so many ideal factors coming together at the peak of harvest, 2016 is a vintage to look out for!

TASTING NOTES

The 2016 7 Deadly Red is a sinner's delight. A deep ruby color with tempting aromas of cranberry, ripe cherry, leather and a whiff of BBQ smoke. The seduction continues with flavors of blackberry, smashed plum and notes of black pepper which lead to a lingering, jammy finish with a kiss of spice.

TECHNICAL DATA:

T.A.: 0.66g/100ml

pH: 3.60

Alc.: 15.0%

Composition:

Zinfandel, Petite Sirah,

Cabernet Sauvignon, Merlot