

GNARLY HEAD®

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GNARLY HEAD LAUNCHES “AUTHENTIC RED” Zinfandel-Led Red Wine Blend Hails from True Grit American Growing Region of Lodi

Lodi, CA – Gnarly Head, producer of bold, sophisticated California wines, has introduced Authentic Red, a robust Zinfandel-based red wine blend from a true grit American town – Lodi, California – where crafting hearty red blends dates back to the gold rush, over 150 years ago. Authentic Red will be distributed nationally at a suggested retail price of \$11.99

The famous gnarled old vines of Lodi, especially Zinfandel, are untrellised “head trained” vines – a traditional, old-world style of farming grapes. These legendary vines can be 80, 90, and even 100 years old. Ancient head trained vines produce fewer clusters and smaller berries than trellised vines, resulting in intensely flavored, fruit forward wines with concentrated flavors.

No one knows these old vines better than Bud Bradley, Director of Viticulture for Gnarly Head, who grew up in Lodi and has worked in the wine business his entire life (save for a four year stint in the military). Over the years, Bud has fostered relationships with growers of Lodi’s old vine vineyards and year after year, he selects the best fruit for Gnarly Head.

“We prefer the traditional untrellised farming technique, which is so often the exception these days,” said Bradley. Although a little unruly, these older vines ripen early and we’re able to get rich, honestly mature fruit. To us this is key. That means we have a big wine that’s robust and full, but also balanced.”

To create the new Gnarly Head Authentic Red, Bud looked first to the Mokelumne River AVA, home to some of the oldest and most respected Zinfandel vineyards in Lodi. Working closely with several established growers there, he selected individual blocks that best exemplified the essence of Lodi Zinfandel. Merlot and Cabernet Sauvignon thrive to the east of the Mokelumne River, in the foothills of Lodi, in an AVA known as Borden Ranch. Here Bud selected the gnarliest Merlot, Cabernet Sauvignon and Syrah he could find to blend with the Zinfandel.

About Gnarly Head

Gnarly Head is crafted by DFV Wines, a family-owned California winery founded in 1924. Three generations of the Indelicato family have guided grapes from vineyard to bottle and into homes and dining establishments around the world. DFV Wines is steadfastly committed to crafting and representing wines of the highest quality produced in accordance with sustainable winegrowing practices. DFV Wines is America’s fastest growing top 15 wine producer with revenue increases topping 38% over the past year according to Nielsen (Total US Food, Drug & Liquor, 26 weeks ending 7/23/11). Gnarly Head was launched in 2005 and takes its name from the gnarled free standing “head trained” vines found in the Lodi region of California – some of which were planted over a century ago. The Gnarly Head portfolio includes Old Vine Zinfandel, Authentic Red, Cabernet Sauvignon, Chardonnay, Pinot Noir, Merlot and Pinot Grigio.