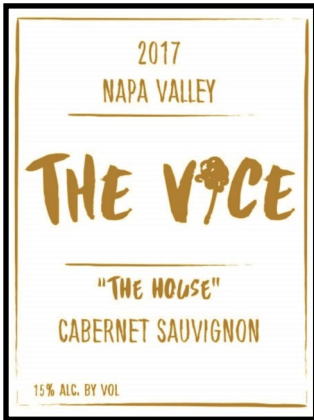


THE VICE

NAPA VALLEY



The Vice is a Napa Valley luxury wine brand made in small batches. Each batch is crafted from grape varietals sourced from hand selected vineyards that best express the varietal and the region that it comes from. The Vice Wine is a result of passionate labor, sustainable farming, and a long expertise in the wine industry.

The Vice Wine is about as personal of a brand as it gets. Everything is done by the founders. They drive the truck to get our fruit, they crush, bottle, label; they do everything by hand when possible. They even designed the labels, work the market, and sell the wine. They believe that the best wines in the world aren't the most expensive ones. "We thrive at providing the best quality wine at the best value."

The Vice's exploratory, yet refined range comes from co-founder Malek Amrani's own rich background. A Moroccan-born world traveler, Team USA athlete and Level 3 Sommelier with an exceptional palette, Malek eventually settled in New York where for the last decade, he planted himself as the top sales professional for Moët Hennessy & Diageo.

Malek and his wife Torie Greenberg have since worked tirelessly to build The Vice Wine as the brand of choice for wine diehards and first-timers alike, balancing the classic quality of California vineyards with a current understanding of the consumer's wine trend.

This wine "The House" is 99% Cabernet Sauvignon sourced from a USDA Certified Organic Mount Veeder single vineyard. At 1050 ft of elevation, the vineyard is divided into blocks facing every point on the compass. With more moderate temperatures than most of Napa, Cabernet Sauvignon slowly ripens in this vineyard and develops a high skin to flesh ratio resulting in rich concentration, great complexity and firm tannins. 1% Merlot was sourced from a Certified Organic Carneros single vineyard. This vineyard is located north of Carneros, on the foothills of Mount Veeder. The wine aged 22 months in 100% French Oak barrels 40% new and was bottled unfiltered.

Featured in Forbes Magazine "Best Red Wines Under \$50", the review reads: "Sustainably crafted with minimal interference during vinification, this is a straight-forward expression of big, bold, California Cab. On the nose are notes of currant and ripened cherry that build as it sits in the glass. Nearly 2 years of aging



"The more you know about wine, the more you'll want to know about us"