

2014 Vermeil Cabernet Sauvignon product-pdf - Picket Road Frediani Vineyard - Single-Vineyard Napa Cabernet, Nearly 50% Off!

Why We're Drinking It

You know it's a fun day when you're tasting a wine from a wine-loving fellow who just happened to be the head coach of three NFL teams over the course of a decades-long career (one with a Super Bowl Championship thrown in there!). Yup, we're talking about Dick Vermeil, the legendary coach with a passion for football and wine, the latter of which he finally pursued as an over-achieving hobby after his retirement in 2005.

We were giddy with excitement to snag this single-vineyard bottling that is truly a classic example of what Calistoga-grown Cabernet Sauvignon has to offer, especially at the \$65 STEAL of a price. Nearly 50% off? Are you kidding?

The wine is intriguing, mesmerizing, deep and complex with sensual aromas and flavors of cassis, ripe blackberries and black cherries, mocha, vanilla, leather and earth. The tannins are well structured and firmly grasp the luscious fruit into a melt-worthy finish.

Tantalizingly beautiful and a steal for single-vineyard Napa Cabernet (most trade well above \$120+). Get it while it lasts. Complimentary shipping on 3 bottles!

Tasting Notes

Aromas and flavors of cassis, ripe blackberries and black cherries, mocha, vanilla, leather and earth. The tannins are well structured and firmly grasp the luscious fruit into a long, lingering finish.

VARIETAL

Cabernet Sauvignon

APPELLATION

Calistoga

ALCOHOL

14.80

SIZE

750ml

BLEND

Cabernet Sauvignon

The Story to Know

Calistoga's native son, Dick Vermeil (aka Coach), had a singular passion for two things in his life – football and wine. He decided early on to pursue football first, getting his start as an assistant coach right out of college and beginning a professional career that would span decades. A mechanics son, he inherited his father's relentless work ethic and was known for his tough-as-nails practices and for regularly saying "No one ever drowned in sweat." But he was also known for his emotional and inspirational coaching style as well as the willingness to approach seemingly insurmountable challenges head on. As head coach of UCLA, he led the underdog Bruins to a Rose Bowl win over the undefeated and number one ranked Ohio State Buckeyes in 1975; as the head coach of the long-suffering Philadelphia Eagles, he led them to their first Superbowl appearance in franchise history in 1980; and as the head coach of the St. Louis Rams, he led them to a stunning turnaround season and Superbowl XXXIV win in January 2000. Coach's last professional coaching job was as the head coach of the Kansas City Chiefs who he coached for five seasons; leading them to the AFC West Championship in 2003. Retiring from professional coaching for good in 2005 and, with a little help from some friends, Coach began the next and current chapter of his life; actively pursuing his second passion - making wine.

The project began with one signature bottling, the Jean Louis Vermeil Cabernet Sauvignon, when Coach and winemaker Paul Smith (founder of On The Edge Winery) partnered in 1999. The name of the wine continues under what is now Vermeil Wines and is a dedication to Coach's paternal great-grandfather, Jean Louis Vermeil, who brought the family name to San Francisco and to Coach's father, Jean Louis Vermeil II, who instilled in Coach a love of wine, hard work, and dedication to your passion. This project is also a tribute to Garibaldi Iaccheri who introduced the Vermeils to Calistoga and the Napa Valley as well as to Coach's grandfather, Al Vermeil, who showed Coach that wine could be a

way a life. Today they proudly make 11 different wines that are some of the best examples of their varietals.
