



Legend has it that there once was a group of winemakers who loved to ride rodeo on the weekends. They tasted so much red wine while putting the blends together that their teeth turned purple. They became known as the Band of the Purple Cowboys.



**PURPLE
COWBOY**

IS PROUD TO SUPPORT*
**TOUGH ENOUGH
TO WEAR PINK**

THE WESTERN COMMUNITY'S GRASSROOTS
CAMPAIGN TO BATTLE BREAST CANCER

Show your support and wear **pink**
on Wednesday, October 20th in recognition
of October Breast Cancer Awareness Month!



*100% of Purple Cowboy's profits are donated to
Tough Enough To Wear Pink



PURPLE COWBOY TENACIOUS RED

This gutsy Petite Sirah, Malbec and Merlot blend comes from cowboy wine country – Paso Robles, CA. The wine is fruit-forward and full-bodied with aromas of crushed berries and cocoa. Perfection with Cowboy fare like grilled tri-tip, baked beans and garlic bread. Go ahead and taste the legend!

PURPLE COWBOY TRAIL BOSS

This dark, rich Cabernet Sauvignon is sourced from the eastern side of Paso Pobles, CA which is warmer, drier and produces full-bodied wines with soft tannins and balanced acidity. Beautiful aromas of ripe plum, cherry and cassis are accented with cola and vanilla. Delicious with all beef preparations including thick grilled Cowboy steaks, Tri-Tip, roasts, stews and burgers.



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