THE VINEYARDS: The grapes for Purple Cowboy come primarily from Paso Robles, the largest appellation in San Luis Obispo County on California’s famed Central Coast. Over the years, Paso Robles was known for producing structured Cabernet Sauvignon. More recently, a group of winemakers known as the Rhone Rangers has garnered attention with Syrah, a grape well-suited to this warmer region. The Paso Robles AVA is sometimes called Cowboy Wine Country, a reference to its historic identity as a ranching and farming area.

Daytime temperatures often top 90°F, but in the evening the vines are cooled by fog cascading down the eastern slope of the Santa Lucia range which separates Paso from the Pacific Coast. Purple Cowboy is sourced from the eastern half of the AVA which is warmer, drier and typically produces full-bodied wines with rich fruit character, soft tannins and balanced acidity.

VARIETAL COMPOSITION: A red blend of Cabernet Sauvignon and Syrah

TASTING NOTES: Teeth-staining dark red with hints of purple. Vibrant aromas of crushed red berries and cherries, notes of cola and cinnamon, and a hint of earthiness. Berry flavors explode in the mouth with cinnamon and cassis in the mid-palate leading to slight cocoa powder tannins on the finish. A very rich, full-bodied style.

FOOD PAIRINGS: This wine is perfection with grilled tri-tip of beef roast—a signature dish of the Central Coastal winegrowing region. In Paso Robles, the beef is grilled chuck wagon-style over a red-oak fire. Serve with other great cowboy fare like baked beans, garlic bread, and a green salad.

ALCOHOL: 13.5%