



PURPLE COWBOY TENACIOUS RED



TASTE THE LEGEND

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 wines are a tribute to these winemaking, rodeo-riding cowboys. This gutsy Syrah/Zinfandel/Cabernet Sauvignon blend comes from cowboy wine country, Paso Robles, CA. The grapes are sourced from the eastern side of the AVA, which is warmer, drier and produces fruit-forward, full-bodied wines with soft tannins and balanced acidity.

The traditional cowboy dish of Paso Robles is Tri-Tip of beef, grilled over a red oak fire, and served with baked beans, garlic bread and a green salad. Purple Cowboy Tenacious Red is the perfect wine for those meals.

Purple Cowboy is honored to support Tough Enough To Wear Pink, the western community's grassroots effort to fight breast cancer. A portion of the proceeds from the sales of Purple Cowboy wines has helped raise over \$24 million at rodeo events across the country. Purple Cowboy Tenacious Red is proud to give you a tasty new reason to lend a hand.



APPELLATION:	Paso Robles
VARIETAL:	Syrah, Zinfandel, Cabernet Sauvignon blend
VINTAGE:	2014
ALCOHOL:	13.5%
UPC/SCC:	857151003141 10857151003148

