

BLUEBIRD



Inspired by our time in the outdoors,
the word 'Bluebird' signifies those
perfect sunny days where the world
seems alive & anything is possible





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WHY THE NAME BLUEBIRD?

'Bluebird' is a word affectionately used by skiers, surfers, climbers and other outdoor enthusiasts around the globe. Translated, it means a perfect sunny day.

We decided to name our wine 'Bluebird' to celebrate & pay tribute to sunny days in the outdoors. Bluebird days have played host to some of our most memorable adventures in mountains, rivers and oceans around the world. Our hope is to inspire others to get outside and experience the world.





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Together as a company, we recently took a step back from our day-to-day and wrote down the things we believe. Hopefully this gives you a sense of who we are, what Bluebird stands for and what you can expect from us, now and in the future.

1. PRODUCE WINES THAT WE LOVE TO DRINK EVERYDAY

We've found that our own standard is the highest. As winemakers and every day wine drinkers, we've discovered that if we make wines that we love to drink, day in and day out, other people will love them too. It sounds simple, but we've seen a lot of wines that are meant to produce ratings or appease a pricing need. While we can't beat huge public wine companies at marketing or placement in big grocery stores, we can make people happy with wines we love to drink everyday.

2. WINE IS MORE FUN WHEN YOU KNOW THE PEOPLE WHO MAKE IT

Most of the wines on the shelf at your typical grocery store are made by a consolidated set of huge public companies. By contrast, we are a small company that you can get to know and we absolutely want a personal connection with the people that drink our wine. To see what we mean, check out the people, growers and winemakers who create Bluebird.

3. LIFE IS BETTER OUTSIDE

To put it simply, we feel more happy when we spend our time in nature than when we are stuck inside. As a result, we celebrate everyone getting out and enjoying their outdoor passions, whatever that might be. Our ambassadors are our friends and our everyday reminder that life is more fun outside.

- Ryan, Reed, Lane



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2012 BLUEBIRD CHARDONNAY Sonoma & Contra Costa County, CA

pH: 3.54

TA: 6.71

VA: 0.39

ML: <0.1

ALC: 13.3%

Cooperage: aged 40% new French oak and 60% neutral, barrel fermented, sur lie aged 6 months, 50% malolactic fermentation

Tasting Notes: crisp bright tropical fruit with a clean lemon and pineapple finish. Sur Lie aged for 6 month in barrel to give just the perfect amount of smoothness and oak flavors. The perfect combination of fruit, oak and smoothness.



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2010 BLUEBIRD PINOT NOIR Santa Barbara County, California

pH: 3.69

TA: 5.38

VA: 0.75

ML: <0.1

ALC: 14.4%

Cooperage: aged in 40%
new French oak and 60%
neutral for 26 months

Tasting Notes: the Pinot Noir shines
with wild blackberry fruit, bottle
brush and tea leaf aromas that serve
as vivid, earthy reminders of the
rugged southern California coast
ranges where this wine originates.



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2011 BLUEBIRD CABERNET SAUVIGNON Lake County, California

pH: 3.74

TA: 5.44

VA: 0.61

ML: <0.1

ALC: 14.3%

Cooperage: aged 30% new French oak, 10% new American oak, 60% neutral French oak for 24 months

Tasting Notes: round rich fruit with a generous amount of oak and distinguished layers of complexity. The wine has soft smooth tannins that cover your pallet for the perfect full mouth feel.

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Mike Dawkins spends his days as a Partner and Guide with WorldCast Anglers near Jackson Hole, WY. You can find Mike traveling the world in search of any saltwater or freshwater fish that will eat a fly. When Mike is not fishing, he is an active board member of the Teton Valley Chapter of Trout Unlimited and an advisory board member for Casting 4 A Cure.

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www.drinkbluebird.com

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The perfect companion for a warm summer day!

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Ry Cuming is one of the most passionate people we know. He chases waves all over the world and writes incredible music. His energy and ethic are unparalleled. We're very happy for him to serve as a Bluebird Ambassador."

—Ryan and Lane, Founders of Bluebird

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