

# LUCKY ROCK

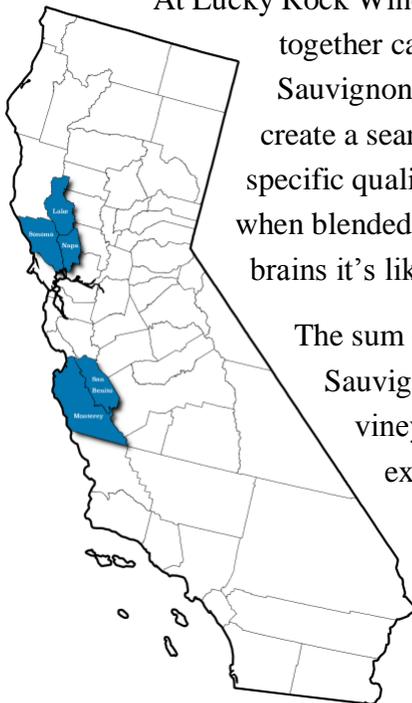
WINE CO.

## THE SUM OF ALL VINES

### THE EXPONENT OF BLENDING

Our remix culture today is *all* about blending stuff together to make something unique and moar better, bigger, badder. Sure, James Brown is a legend, but Lamar makes gold with the sample of “Get Up Offa That Thing” in “XXX.” Banksy vandalizes buildings while elevating graffiti to fine art. Street food ain’t just hot dogs swimming in cloudy, steaming water anymore; toss in a world-renowned grill-chef, stir in Asian fusion, and you get Indonesian shredded pork rendang with truffle fries at the LA food truck Komodo. Isn’t skateboarding just a mashup of surfing and skating, and far more awesome for it? Fact, rollerblading isn’t even an X Game anymore. One tattoo is an Instagram post; a body full is a manga opus.

In vineyards, *where* and *what* matter a great deal. Without getting all viticultural about it, the quality and flavor of grapes are heavily influenced by *where* the vineyard is due to its specific terrain, soil, and weather. *Where* influences *what* grapevines (i.e., what variety and what clones) should be planted in a vineyard. In certain locations Pinot Noir excels, in other regions Sauvignon Blanc shines, and on. Some blather about “terroir” (☹\_☹) but we’re essentially talking about micro-regions. Yeah there is a lot more science-y stuff to it, but this is the essence of what is important.



At Lucky Rock Wine Co., our philosophical approach is that the sum of vineyards blended together can be greater than the parts alone. We find incredible Pinot Noir and Sauvignon Blanc vineyards that almost magically blend together in the bottle to create a seamless, harmonious, delicious whole. Each vineyard is chosen for some specific quality in the grapes – a certain flavor, some pop of acid, a select smell – so when blended together with others those qualities get amplified exponentially. In our brains it’s like the formula:  $\text{vineyards}^x < \text{Lucky Rock wine}$ .

The sum of those vineyards is Lucky Rock County Cuvée Pinot Noir and Sauvignon Blanc. That’s why our labels list the counties with the best damn vineyards we’ve found. Our wines aren’t pretending to be some swanky, expensive French Grand Cru Burgundy or Bordeaux Blanc, but those vineyards, with a bit of our help in the winery, make wines that are far more worthy (and a *whole* lot less pricey) for watching the X Games skateboarding championships, nibbling on food truck meatballs with romesco sauce, or bumping Kendrick. Have a glass – or moar.