



## WINE OF THE SEASON: CHATEAU FRANC-CARDINAL 2018

**A**ripe and fruity wine from Sophie Holzberg, this wears its tannins lightly, giving plenty of chance for the bright berry flavors to shine. 90 Points” -Roger Voss, *Wine Enthusiast Magazine* about the newly released 2018 Chateau Franc-Cardinal

As a Founder’s Member, you are probably more than aware of our love for Sophie Holzberg and her incredible Bordeaux blend, Chateau Franc-Cardinal. Not only is every vintage of this organic wine consistently awarded and critically acclaimed, but Sophie herself is a superb human being.

Sophie and Rob, our Founder

and CEO, have been friends for well over a decade and he never misses a chance to stop by her petite chateau and vineyard when in France. With the recent release of the 2018 vintage, we could not pass up the opportunity for our customers to experience the greatness of Sophie and we are inviting anyone who orders our Chateau Franc-Cardinal curated case to a Zoom winetasting with her (date and time to be announced).

Both the highly touted 2005 and 2010 vintages of Chateau Franc-Cardinal were extraordinary—balanced and elegant in a way that is uniquely Bordeaux.

However, the 2016 vintage had something the more famous vintages never had: It has a 91 Point Wine Enthusiast rating and is an Editor’s Choice Winner. While vintages of the past have been absolutely stunning, we know that 2018 is a vintage you just have to experience for yourself. Mellow, with earthy notes of leather and fresh bursts of cherry and dark fruits, you will simply love this sensational wine.



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## THE PINOTS: A TALE OF MUTATION



**F**rom the diversity of the plant and animal kingdoms to movies about the special powers of superhuman X-men, we all love a story about mutations. As a wine drinker, you are probably familiar with Pinot Noir, the ever-popular, ruby-hued red wine. As one of the oldest grape varieties, Pinot is the mother grape for Pinot

Noir, Pinot Gris/Grigio and Pinot Blanc and it may come as a surprise that a simple genetic mutation is responsible for the vast differences in Pinot Noir to the pale and flavorful white wine, Pinot Blanc. In fact, Pinot grapes are so prone to mutations that University of California Davis has over 100 registered Pinot variations.

Around the world, most wines are produced from vines that have been crossed to produce specific desirable traits (for example, Cabernet Sauvignon is a cross between Sauvignon Blanc and Cabernet Franc vines). Mutations are different and arise often without human intervention when a plant is trying to protect

itself from its environment (i.e. from harsher weather conditions, from disease, rot, etc.). Pinot vines are so sensitive to their environment that they are far more prone to mutations than most other varieties.

It seems improbable that the nearly black, cone shaped clusters of grapes that produce light-medium bodied, ruby Pinot Noir could possibly mutate to create the white, fruitier medium-bodied Pinot Grigio and Pinot Blanc. In these light-skinned varieties, the DNA chains adapted and skipped the sequence that gives the fruit its pigmented skin, resulting in the mutated varieties. Nature is pretty amazing (and delicious)!







# A SPLASH FAMILY WEDDING

In September, the Imeson/Splash Family gained a new member. Jamey Siebenberg (Creative Director) and Jon Ruiz tied the knot on September 10th, 2021, surrounded by the people they love most.

In October of 2018, Jon returned from a 3-month, life-changing backpacking trip around Europe. After a couple of weeks searching for work, Jon was given a recommendation through a mutual friend, and shortly after was hired at Splash. Jamey was moving back to Idaho from California while finding her place in the family company.

On Jon’s first day, October 17th, 2018, he met Jamey. He described her as “the cute blonde, with a sweet, yet fiery personality”. They hit it off at once, and soon after, they went on their first date. As they work with most of Jamey’s family, they wanted to let them know right away. From there, the rest is history.

Their wedding was simple and stunning. Slightly rainy, yet perfectly beautiful. Jamey walked down the aisle to “Here Comes the Sun” right



as the sun peaked through the clouds. Parker, our COO and Jamey’s stepbrother, stood in line with Jon as one of his groomsmen. Their family and friends drank and danced the night away until almost 3 AM.



Though, what is a wedding without wine? For this special occasion our friend, Alex Dale, from Radford Dale Winery in South Africa, bottled them an incredibly special Pinot Noir (label designed by Jamey) to share with their guests on their big day - and now we want to share it with you! “Love at First Splash” was the only proper name for this bottle. Look for this bottle in our next offer and check out their story on the back of the label!





# HIGHLIGHT: A BIT OF FRANCE BUT NOT BORDEAUX



When you think of French wine country, your brain probably imagines Bordeaux. From the romantic castle estates to the rolling vineyard-topped hills, it's

not hard to understand why, but there is so much more to France's wine culture than just Bordeaux.



Just a 40-minute fast train from Paris, the Champagne region is studded with globally known Champagne houses like Veuve Clicquot and Mumm. With such a proximity to Paris, the villages of the region have seen both financial

prosperity and their share of conflict as invading armies marched through on their way to the capital.

Since the Middle Ages, the production of wine has been a primary focus of the area when

sparkling wines were produced with the regions Chardonnay, Pinot Noir and Pinot Meunier grapes. With flutes overflowing with bubbly and over 300 miles of tourist-friendly trails that run through the vineyards, the Champagne region should be on any wine lover's list to explore.



The intoxicating aromas of lavender fields and rosé will lull visitors into an absolute sense of peace and place in Provence. Rosé may be your summertime drink of choice, but Provence has been focused on the pink libation since the Romans brought vines to the region in around 600 B.C. Visitors in the diverse region can spend a day searching for winter black truffles in Avignon and the next day visiting the picturesque seaside of St. Tropez.

Probably known as Burgundy to you, Bourgogne is a small, 75 mile swatch of land in northeastern France and is the land of Pinot Noir and Chardonnay. Dotted with Michelin starred restaurants, food is just as important as wine in the region. Famous for its rustic and hearty stews, Burgundy will transport you back in time to the Middle Ages with its charm and sense of history.

Enter the Valley of the Kings- the Loire Valley. At 600 miles long, it is the longest wine route in the country. Filled with over 1000 vineyards, countless museums (including some dedicated to former resident Leonardo Davinci) and chateaux, you could spend weeks exploring and barely scratch the surface.





# WINTER COCKTAIL: MULLED CRANBERRY WINE COCKTAIL

If you want your house to be filled with the aromas of the holidays (plus have a boozy, soul-warming beverage to enjoy all season long) this is the recipe for you. This recipe is super customizable. I love almonds, so I add double the almond extract. I also like beverages on the less sweet side, so I add only 1/8 cup of sugar. Taste test as you go and adjust to your liking. Enjoy and happy holidays!



## INGREDIENTS:

- 1.5 cups Cranberries, fresh or frozen
- 1/2 cup Raisins
- 1 tsp Almond extract
- 5 Cinnamon sticks
- 1/4 cup Sugar
- 6 cups (48 oz) cranberry juice cocktail
- 1 cup Orange-flavor liqueur (Cointreau or triple sec)
- 2 bottles Red wine (Merlot, Zinfandel, or Grenache)
- Orange slices and whole star anise (garnish)

## DIRECTIONS:

- 1) Wash your cranberries and make sure to take out any sad, bruised fruit. Put berries in a large pot and add cranberry juice, raisins, and cinnamon sticks. Bring to a boil over high heat; cover and simmer on low for about 20 minutes.
- 2) Add wine and sugar (taste and add a little more sugar if needed). Heat until steaming, 5 to 8 minutes; do not boil.
- 3) Add almond extract and orange liqueur. Keep the punch warm over lowest heat or put in a crockpot on low for even easier serving. Serve in stemmed glasses adorned with a cinnamon sticks, berries, orange slices and whole star anise.





## MEET THE TEAM

### ALEX, CUSTOMER SERVICE REP

#### ALEX, WALK US THROUGH YOUR DAY

*“Once I get to work I make my rounds and chat with my amazing friends (coworkers) and then start categorizing my work/office-based emails. I then assign some customer emails to myself and start the day with those. In-between my emails, I take phone calls as they come. Recommending wines and connecting with my customers is by far the highlight of my day. We also have an office dog, Marlow, who gets quite a bit of my attention as well!”*

#### TELL US A LITTLE MORE ABOUT YOURSELF OUTSIDE OF THE OFFICE...

*“Outside of work I can be found at local art and music functions. I love traveling and gaining as much experience as possible. Hikes with friends gathering plants, flowers, and rocks, and stopping by the hot springs have been some of the more recent outings as it’s the best time to do so during winter. My sister and I are extremely close and so I find myself over at her house playing with my niece a lot as well. I also do enjoy a good cocktail and food and can be found out on the town during the weekends laughing and running around with the ones I hold closest.”*

### WHAT IS YOUR FAVORITE WINE WE HAVE AT SPLASH?

*“I have really been enjoying The Mildiani Family Wineries Saperavi. Coming from the oldest wine region in the world, The Republic of Georgia produces very unique wines that the more I learn about, the more I fall in love with!”*

### WHAT IS YOUR FAVORITE PART ABOUT WORKING IN THE WINE INDUSTRY?

*“I come from a background in spirits, so being able to grow that knowledge more and including wine has been amazing. I love how every bottle of wine tells a story. About the vineyard, the winemakers, and everyone whose hands were a part in getting the bottle to my house.”*

### WHAT IS THE BIGGEST THING YOU HAVE LEARNED FROM IT?

*“I’ve learned to not assume this wine is worse than that one because of the price, look of the label, screwcap vs. cork, or region it comes from. All wines are different. All wineries are different, and there’s something to appreciate with every bottle.”*

### WHAT IS YOUR FAVORITE FOOD TO PAIR WINE WITH THAT YOU USUALLY WOULD BE EMBARRASSED TO SHARE?

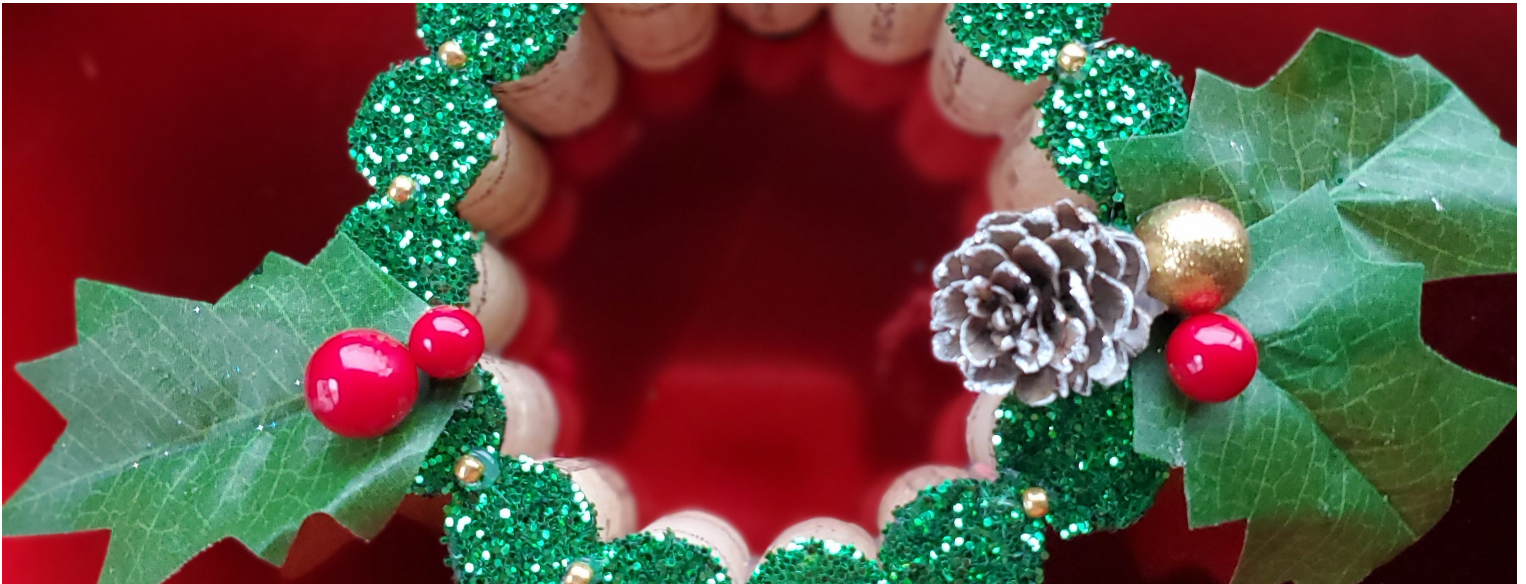
*“Haha, there’s a taco truck down the road from my house that is absolutely STUNNING and I very much enjoy washing them down with a glass of Zinfandel.”*

### WHAT IS YOUR GO-TO KARAOKE SONG?

*Most sang would definitely be Baby Got Back and White Rabbit*







## ReWINEd CRAFTS

by Daintry T., Operations Assistant

### CORK ORNAMENTS

Tis the season for glitter-y crafts to give to loved ones! Here are some simple and effective ways to use up your cork stash that you have lying around. Happy Holidays!



### MATERIALS:

- 40 corks were used to make all 3 items
- Hot Glue Gun
- Gold beads
- Christmas foliage from your local craft store
- Glitter
- Paint
- Ribbon
- Small eye hooks

### INSTRUCTIONS:

**Step 1:** Use parchment paper, paper plate or a foil sheet to cover your workspace. Then separate corks into categories. Try to organize corks into piles of the same size and thickness together. \*Plastic corks I removed from our pile, due to them not taking to hot glue as well.

**Step 2:** Next find a circular object that you can place the corks around to form your circle. I used a jar lid and it worked perfectly.

**Step 3:** Then start gluing the corks together. Allow to dry here and there while crafting to ensure a good hold sets up with the hot glue.

**Step 4:** Next I took green/white (green for the wreaths and white for the snowflake) paint and painted each of the corks then dunked them into glitter and set aside to dry.

**Step 5:** Allow paint and glue to dry. Then start attaching the little accents you want to include on your wreath to make it pop. I used gold beads, mini pinecones, faux cranberries, and faux holly leaves for mine but let your creativity flow!

**Step 6:** Final step is to attach the cup hook into the top cork of your choosing then attach your ribbon. Beautiful handmade gifts to give to your loved ones!

# WHAT THE HECK IS A TANNIN?

When a seasoned wine drinker describes a red wine as ‘supple’, they are describing the nearly astringent or (hopefully not) bitter feeling in the mouth after swallowing a red wine. That feeling is caused by the naturally occurring tannins in the wine. So what the heck are tannins?

Tannins are one of the building blocks in almost all plants. They are in the polyphenol family and are found in the bark, skin, seeds and stems. With antioxidant and antibacterial properties, they are one of nature’s best defenses against disease and have been shown to have a multitude of benefits, like: improving digestion,



brain function, helping to lower blood sugar, etc. Early humans figured out that they could soak the tannins out of plants and “tan” animal hides, which would normally

rot quickly, into usable, durable leather products. These same characteristics also help in the preservation and aging of wine.

In grapes, tannins are present in the skin, seeds and stems and they leach into the wine in the pressing and fermentation processes. If the wine is aged in oak, tannins from the oak barrels also add to the wine. In order to have even more control over the final product, winemakers can add powdered tannins to change the texture of the wine. Tannins in wine are all about mouthfeel. Depending on the goal of the winemaker, tannins can make a wine feel velvety, soft, sweet, or chewy. If the tannins aren’t balanced, the drinker may describe the wine as bitter or harsh.

Some grapes have naturally more tannins than others. On the higher side, you have Cabernet Sauvignon and Syrah. On the less tannic side, you have Merlot and Pinot Noir. You might be wondering about white wines and their levels of tannins. Because white wines are processed without the skin, seeds or stems, their tannin levels are significantly lower.

Beyond drastically changing the mouthfeel of a wine, tannins also play a key role in how wines should be paired with food. Tannins bind with protein, hence the classic pairing of high tannin wines, like Cabs, with high protein foods, like steak. The tannins help cut through the richness of the meal and the astringent nature of the wine cleanses the palate for the next delicious bite.





## SPLASH DOGS BLAIR IMESON

We'd like to introduce Blair, the brand-new pup of Garrett Imeson, Splash Chief Marketing Officer, Bailey Imeson, Splash Marketing and Design and their tiny

humans, Oliver (6 years old) and Sawyer (2).



“Blair is the newest addition to our family. It has always been Bailey’s dream to own an Irish Wolfhound, but because they are so massive, we need to wait until we have acreage to add one to the family. We happened to drive by a local feed store and saw this storm-cloud looking puppy and it was love at first sight (and the fact that she is as close to looking like a wolfhound as we will get for many years didn’t hurt). Blair is an AussieDoodle (Australian Shepard/Poodle mix). She is full of energy (as adults, we call her the “Pokey Puppy” and the kids call her “Puppy Wuppy”) and always looking for trouble and a plant to destroy. She makes up for it by giving the BEST snuggles, having the most adorable, floppy/kinky hair and following the kids on all their adventures.”



**AGE:** 5 months

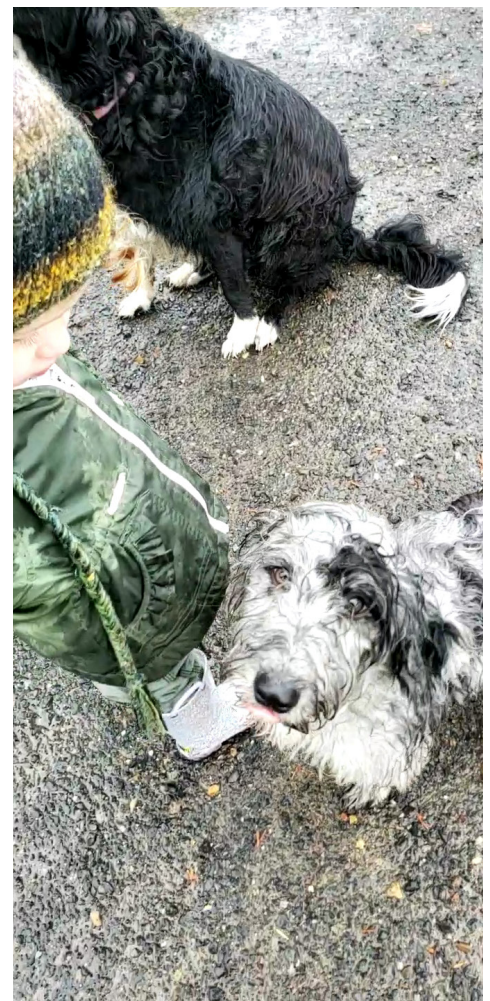
**BEST FRIEND:** Any small child (especially if they may drop food) and our begrudging 9 year old Border Collie, Elliot

**FAVORITE TREAT:** Crumbs under the highchair

**BEST TRICK:** Can't sit still for tricks yet

**FAVORITE THING TO DO AT WORK:** Get Super Overexcited When She Hears Everyone's Voices On The Daily Zoom Meeting

**SQUEAKY OR BOUNCY TOY:** Any plush toy that once belonged to one of her tiny humans





# JUST A SPLASH

## LETTER FROM OUR FOUNDER



Our philosophy at Splash Wines has always been to access the best wines we can find at really good values and get them to our customers at the lowest price possible—keeping our margin at 15% or less. At the same time, we work hard to stand behind our product and make sure our customer service is the best in the industry—responsive to your needs and hopefully providing a level of service that exceeds your expectations.

Over the last two years, while we have all been grappling with the impact of Covid, the Splash

team has worked hard to maintain the integrity of our philosophy and we are proud of the effort which we pledge to continue. I'm sure you've experienced rising costs in your everyday purchasing. In the wine industry, costs have also escalated and that will impact all of us, but through the craziness we also want you to know that our philosophy remains unchanged—in fact, we are more committed than ever to capping our margins and ensuring the benefit flows to our customers. While in the future we may not be able to deliver wine at the low prices we have been able to achieve in the past, Splash will continue to work hard to make sure our customers still get the best wine at the lowest cost you can find. In tumultuous times, we think it is important to have things you can count on. Splash is one of them.



**Rob Imeson,**  
CEO & Splash Founder

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VALID THROUGH JANUARY 2021

**Splash™**

