



VINEYARDS IN THE SPRING

Many people assume Spring is a relaxed time in the vineyard—the rains of the season do the irrigating for you and there are no grapes to harvest. In fact, Spring is an extremely busy time for most vineyards (and backyard grape growing enthusiasts alike).



Most of the springtime work focuses on pruning and shaping the vines and amending the soil. Highly skilled workers move tirelessly from one vine to another, trimming off suckers (sterile shoots or shoots that are growing against where the vine is being trained). This work allows the limited resources of the plant to be focused into the most promising vines and buds. In late Spring in cooler growing regions, some of the leaves may be hand-plucked from the vines to allow more sunlight to penetrate. Timing on these activities is critical—too soon and the work will need to be repeated, too late and the workers risk damaging the buds and impacting the future harvest.

Spring is also the time to focus on the soil. From planning how to manage pests, to providing extra nutrients, to moving protective soil from the base that was placed there before winter, these tasks literally strengthen the foundation of the plant—its root system.

Continued on page 2...

WHAT'S INSIDE

- Vineyards in the Spring
Pages 1-2
- ReWINEd Crafts
Page 2
- Introducing Splash of Cocktails
Page 3
- New Stone-Aged Winemaking
Page 4
- Peach Bellini Recipe
Page 5
- Splash Dogs
Page 5
- Meet the Team
Page 6
- Spotlight on Romania
Page 7
- Letter from our Founder
Page 8

VINEYARDS IN THE SPRING +



One of our favorite winemakers, Alex Dale of South Africa's Radford Dale vineyards, focuses on minimal intervention winemaking. Here is their take on naturally managing pests and supporting the environment as a whole:

“A vineyard should always form part of the ecosystem (as opposed to the vast monocultures that have trademarked commercial farming for decades).

That's why we promote beneficial microorganisms and, in so doing, decrease the effect of nasty ones.

We stop the buck. Nicely. By combining tried and tested, traditional methods with new innovations, we've reduced bird and animal crop damage to



almost nothing. Where the local wildlife (mostly buck) have been guilty of “sampling” the grapes, we've placed dog fur (from grooming salons) on poles and wires in the vineyards. The smell of the fur scares the buck away and prevents any damage to the vines and grapes.

We're for the birds. Rodents have a habit of digging their burrows under the roots of vines and can cause a lot of damage. Instead of using poison, we decided to install perching posts for birds of prey (especially jackal buzzards, fish eagles and owls). This gives them an ideal vantage point to watch over the vineyards and keep them rodent-free.”

ReWINEd CRAFTS

by Daintry T., Operations Assistant

CORK GARDEN MARKERS

Spring has sprung and it is time to re-vamp your garden space to get ready for the growing season. These cork garden markers are the perfect way to reuse your left-over corks. They also make a great housewarming gift for gardening enthusiasts. These little garden markers are so cute and easy to make!

MATERIALS:

- 1 Permanent marker
- 1 Wine Corks
- 1 Bamboo Skewers or thrifted forks

INSTRUCTIONS:

Use a permanent marker to label each cork with whatever plants you are growing. You could easily use bamboo skewers for the stake, but they will break down over the course of the season. We found very inexpensive metal forks at our local thrift store- they will last indefinitely and are very sturdy. Happy growing!





INTRODUCING SPLASH OF COCKTAILS

For the very first time, we’ve made our own product and put our name on it, and we couldn’t be more excited to introduce it to our loyal customers! We are thrilled to launch our initial line of “Splash Of” cocktails, which are ready to drink and packaged in 750mL wine bottles with screw caps. Just open and pour over ice and you’ve got cocktails ready-to-go. No mixers, no recipes, no long shopping lists for multiple ingredients. Such an easy way to get the party started- anytime, anywhere!



Our first line includes “Splash of Lime”, which is a classic margarita, as well as “Splash of Strawberry”, to add a strawberry twist to the classic. We also have the pina colada inspired

“Splash of Coconut” and a beautiful peach Bellini in our “Splash of Peach”. Each cocktail is made with 100% natural flavoring, is wine based and has a lower alcohol content than standard cocktails (11% abv).

We tasted these throughout the creation process to make sure we had all the flavor notes just right. And when the final products arrived in our office for a tasting with our team, we fell in love with them all over again – and we know you will too.



As the first products we’ve ever put the Splash name on, we are exceptionally proud to share these cocktails with you. With these stunning products, you’ll get delicious flavors, exceptional values and the industry-leading Customer Service that has always set Splash apart. We can’t wait to introduce you to these amazing cocktails!



NEW STONE-AGED WINEMAKING: THE WORLD'S EARLIEST VINTNERS

If you read that title and your brain jumped to Fred Flintstone not-so-gracefully swirling wine around in a stone cup, you aren't all that far off from what scientists have recently uncovered in the country of Georgia. We have thought for quite a while that the earliest human wine producers hailed from somewhere between Eastern Europe and Western Asia, originally thought to be in or near Iran around 5,000 BC. But within the past few years, scientists and archaeologists have been able to move that timeline back another 1,000 years and pinpoint its location to the country of Georgia.



As the global climate moderated and rain levels increased after the last Ice Age, humans were able to pivot from lives as hunter gatherers to creating permanent communities with year-round access to food from crops. With stone and wood as their primary tools and the advent of ceramics, growing and preserving food became a focus for sustaining settlements. Through a partnership with The University of Toronto and The Georgia National Museum, scientists have learned that as early as 6,000 BC, humans of the Neolithic (New Stone Age) period were working to ferment grapes to create



wine. Chemical analysis of ceramic fragments (thought to be fermenting and serving vessels) has shown evidence of tartaric acid and other organic acids like malic, succinic, and citric acids imbedded in the fragments. These acids make up the basic fingerprint of wine and grapes and confirmed that these prehistoric humans were domesticating and growing grapes with the purpose of making wine.

Much like us, these early humans were VERY into wine; from medicinal purposes, to nutrition, to trade and, of course, for enjoyment. With over 99.9% of modern grapes tracing their existence to these early vintners and their work to domesticate wild grapes, we would definitely raise a glass of our favorite wine to these intrepid humans and their ingenuity.

SPRING PEACH BELLINI

Spring is here and it is officially the start of brunch season. If you are hosting (or want to be the MVG- Most Valuable Guest), this super simple Peach Bellini recipe is the perfect boozy drink to serve at brunch and baby or bridal showers

INGREDIENTS:

- 6-8 Fresh peaches- the riper the better (frozen are fine if it's not peach season, just get the skinless ones)
- ¼ cup of honey
- Bottle of Champagne or sparkling wine

DIRECTIONS:

- 1) Peel the ripe peaches with your hands. Save one peach to garnish glasses. Slice into segments. Place peaches and honey into a blender and blend until smooth. If using frozen peaches, thaw before blending. This can be made ahead of time and stored in the fridge the day before.
- 2) Right before serving, add 1-1.5 ounces of puree to each glass. Top with Champagne (we prefer to use sparkling wine in cocktails to save money). Add a peach slice to the edge of each glass.



SPLASH DOGS

LINK

Link is the newest member of customer service Rep Amber's family. Link is the definition of "a ball of energy". Rightfully so as he's a German Shepard, German Shorthaired Pointer, & Lab (not to mention a puppy)! Although he listens for the most part and knows quite a few tricks, he has very selective hearing. And even though he is over 50 pounds, he still has a firm belief that he's a lap dog... but for every negative trait he has 3 positive ones & I wouldn't trade him for the world! Swimming, chewing sticks, playing with his friends, & cuddling are his favorite things to do.

AGE: (Almost) 12 months,
Born 06/28/2021

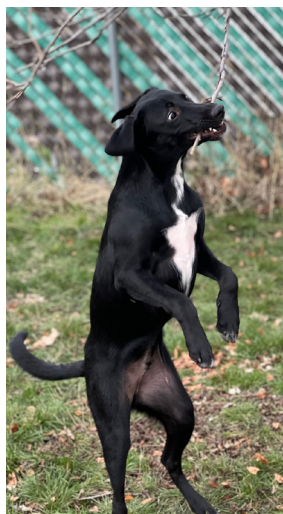
BEST FRIEND: His Grandma

FAVORITE TREAT: Any & everything he can get his paws on

BEST TRICK: Waiting for his treats

FAVORITE THING TO DO AT WORK:
Annoy the other office dogs

SQUEAKY OR BOUNCY TOY: Squeaky...
we keep those in the yard though





MEET THE TEAM

JARID, CUSTOMER SERVICE REP

JARID, WALK US THROUGH YOUR DAY

"In the morning, I try to get here as early as I can to look over new specials or promotions we may have released overnight. I check in with the morning team to see how the day has been so far and if there is anything I should be aware of before I clock in. Taking emails, calls, and chats throughout the day, I get to talk to our customers, which is the best part of the job, as well as help them out any way I can. I am on the closing shift which ends at 5 PM MST and that presents a unique challenge in the fact that our main warehouse in NY and the support staff we have there, have gone home and yet we still field the same questions and try our best to assist!"

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

"I am just a big nerd! I love cooking, adventures, just making memories in general. The only thing you can leave behind is the legacy and memories you make along the way. I have been

working with Boise State University's eSports department for 4 years now as well!"

WHAT IS YOUR FAVORITE WINE WE HAVE AT SPLASH?

"That is such a tough question! We have soooo many good ones! Aside from my personal Italian-based biased, I would have to say most of our Tempranillos are my favorites, but if I had to pick one specific bottle, I would probably pick the Mildiani Saperavi or Rkatsiteli. Such a unique set of wines, both of which completely floored us here in the office during the initial tasting. The way the wine is made is truly awe-inspiring as well and so deeply rooted in tradition."

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

"The history! Winemaking and drinking have such a rich tapestry of history weaving in and out of so many cultures worldwide. Being Italian myself, I always find it fascinating to hear about a family as old as mine being notorious winemakers. I love the stories of all the historical influences of modern-day winemaking and how we got to where we are today!"

WHAT IS THE BIGGEST THING YOU HAVE LEARNED FROM IT?

"That while vineyards make wines with specific notes of flavor and other characteristics that can be identified, at the end of the day, if you like a wine, you like it. That is all that truly matters. "

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

I don't get embarrassed but there are these things called Wine Floats which are a surprisingly tasty treat. It's just an adult version of a root beer float. Grab your favorite vanilla ice cream and red wine and you may be surprised at the result when you mix them!



SPOTLIGHT ON ROMANIA

Challenge: Name 3 things you associate with Romania....

Dracula? Transylvania? Olympic gymnast Nadia Comaneci? Castles? The Black Sea? Wine probably wasn't at the top of your list.

In 2007, Romania completed the accession process to officially become part of the European Union and since then, with access to accession funding, the country's wine industry has boomed. With an influx of better quality, more industrial equipment and superior quality vines, Romania has moved to become the fifth largest wine producer in Europe and the largest producer in Eastern Europe.

Romania's climate and geography make it the perfect place to grow grapes. Situated on the same latitude as Bordeaux, the Fall season in Romania is relatively mild and long, allowing for the slow ripening of the grapes and a beautiful,



concentrated flavor in the resulting wines. The Carpathian Mountains act as a natural shelter for the surrounding vineyards and provide a variety of ideal soils (terroir) for the local growing regions.

Romania suffered from hyperinflation and economic collapse at the end of the Soviet Union. Under Soviet control, winemakers were forced to focus on quantity over quality and Romania gained a reputation for producing cheap wine on inferior vines. In the past decade and a half, young Romanian winemakers have started a Renaissance in the industry. These winemakers have replanted vineyards with higher quality vines, and under the guidance of experienced winemakers from around the world, have introduced a New World winemaking style to Romania. These craft winemakers are infusing traditional,



Romanian winemaking with techniques from around the world.

At Splash, we are always looking to get our customers amazing wines at a great price. Romania is one of the newest markets for us to import from—we can get unique, high-quality wines with value that we can pass on to you. Next time you are in the market for a juicy, new Red or a refreshingly acidic White, check out our selection of Romanian wines!



JUST A SPLASH

LETTER FROM OUR FOUNDER



In April, Splash achieved a milestone: we passed 25,000 customer reviews (with over 19,000 of those reviews being 5 stars). That is worth some serious reflection because it speaks to the culture that we worked to build. In fact, we have over 115,000 total stars, which makes Splash the most awarded and highest rated online wine company in the country.

Our mantra since day one has been to set the customer service standard for the industry, and I am proud to say we have exceeded everyone's expectations except our own. We knew to get there we had to promise the world and then overdeliver at every level including

quality of product, value proposition and good old-fashioned courtesy. But we also know that to stay on top is a lot harder than getting there in the first place, which means not only that we aren't slacking off, but rather that we are redoubling our efforts at every level of the operation.

None of this would make any difference without each of you and that is the full circle of this experience. You have shown your appreciation for what we do with huge reviews and a level of loyalty that has made Splash the envy of the online wine business. We appreciate that so much that we will never stop finding ways to do better. For me, it will be fun to see where it all leads.



Rob Imeson,
CEO & Splash Founder

\$10

**OFF YOUR
NEXT ORDER**

USE CODE: NEWS10SPRING22

VALID THROUGH JULY 2022

Splash™

