

if you see kay

NO HOLDS BARRED WINE

KAY IS A CREATURE. SHE IS AN EMBODIMENT OF A LIFESTYLE, A GENRE, A FEELING IN YOUR GUT. KAY IS A FORCE OF NATURE, A WANDERER. SHE REPRESENTS

THE PHILOSOPHY OF

“WIDE OPEN THROTTLE OR DON'T BOTHER DOING IT AT ALL”

SHE'S NOT TRYING TO BE, SHE JUST IS. ALWAYS UNCONTROLLABLE, SHE'S WANTED.

This is the way we approach winemaking, risk everything, all in at all times and never, ever, be the one to flinch when the headlights are bearing down on you, hit the throttle.

No matter where you see kay, you can be sure you will be drinking a bottle of if you see kay red wine made with 100%un-restrained attitude.

The bottom line is we don't care what anybody thinks, we search out the best vineyards and we make uncompromised wine; wine that is powerful and complex, yet an elegant mystery.

We don't care about status quo, and we know that you don'tcare what varietal is on the label, you just want to open the bottle and think “this wine kicks ass”. Period end of story

NO PRISONERS THANK YOU.

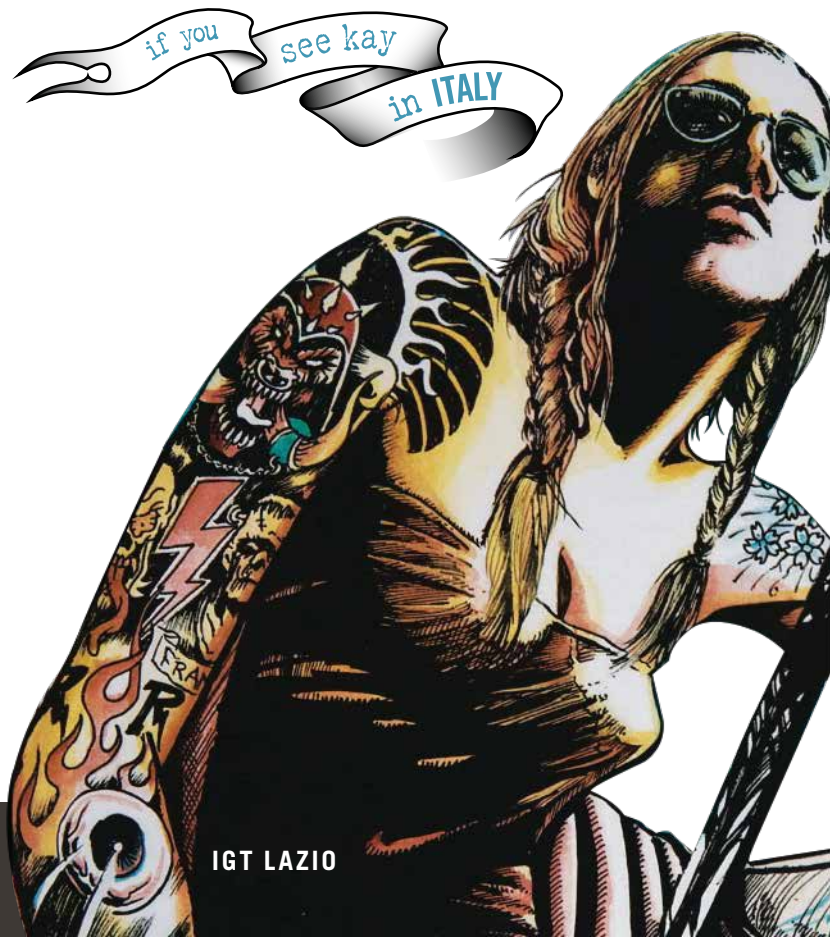
KAY IS ELUSIVE; SHE CAN BE COMING FROM ANYWHERE, AROUND ANY CORNER, THE WORLD.

IF YOU SEE KAY IN ITALY You will know in no uncertain terms that you are drinking a massive red from an ancient land - Lazio - largely Cabernet-based, a touch of Petite Verdot and Primitivo.

You'll see her cruising through the Lazio region, just South of Rome. The climate is almost identical to **kay's** home in the Napa Valley, warm summer days and cool nights.

Kay smells amazing; she's soft, creamy, juicy, rich, and powerful all at the same time. A dark and brooding wine, hints of imminent danger, ripe with confidence and purpose; on a mission. She's more than a mouthful, but never wasteful – like handfuls of juicy ripe blackberries dripping from your hands, so perfectly ripe that you have to go back again and again for another taste.

SURRENDER YOUR INHIBITIONS COMPLETELY, you can have a taste of kay, but you'll never have her. Put the throttle down, never spit, always swallow. Drink it while it's here, she won't stick around.



2010 ITALIAN RED WINE

13.5% ALCOHOL

RELEASED SPRING 2012

IGT LAZIO