

# AMPLIFY WINES SUBLIMINAL RED



Cabernet Sauvignon and Merlot. Born out of a desire to capture a style of Cabernet Sauvignon almost forgotten in California- that of a humble table wine- Subliminal is a drink-me-now Cabernet Sauvignon- juicy, fresh, and already showing more complex secondary aromatics such as dried herbs, freshly-sharpened pencil, and earth. Yum, yum, and yum. Organic.

From 3 different sites, all of which are organically farmed: My Friend Matt's Vineyard, Giff's Vineyard, and Coquelicot Vineyard. Native yeast fermentations; neutral vessels for fermentation and aging; no additions of any kind except for minimum effective sulfur dioxide; and farming that seeks to establish a healthy ecosystem, enhancing and supporting the natural characteristics of a given place. Aged in neutral French oak barrels for 12 months. Unfined, unfiltered and hand bottled by gravity.

Cameron and Marlen Porter, a husband and wife team born and raised in Santa Barbara County, first bonded over a shared love for wine and music. Amplify is a natural extension of this marriage between their two greatest passions. The exploration, and elevation, of their growing region has been their life's work. As winemakers, they seek to amplify the voice of site and enhance the most singular characteristics of a given vineyard, marrying a sense of place with a sense of style. They embrace the happy accident, letting intuition guide their hand, with their creative spirit and palates as their primary tools.

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## *Tasting Note:*

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## *Shelf Talker:*

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