

GIFFT

BY KATHIE LEE GIFFORD

Red Blend

MONTEREY COUNTY, CALIFORNIA

I tend to prefer white wines and often find myself first reaching for GIFFT Chardonnay. But I really wanted to work with the Scheid family to craft an easy-drinking red, one that pairs well with a wide variety of food but is also pleasing to drink all on its own. Coming up with the final blend, comprised of six different varieties, was like a wonderful experiment, with plenty of mixing, discussion, adjustments and lots of tasting. While the final result certainly falls in the category of “easy-drinking red,” the complexity, balance and lushness make it a wine for casual drinkers and serious wine-lovers alike.

Kathie Lee Gifford

VINEYARD

The Monterey growing region is known for having some of the most varied terroir in all of California, and because of this, we are able to grow all the varieties in our GIFFT Red Blend in the Scheid family’s estate vineyards throughout Monterey County. Due to the maritime influence of the Monterey Bay, this area has the longest growing season in California with fog in the morning, winds in the afternoon, and cool nights. The winds that sweep through the vineyards each day also bring a natural cooling effect, allowing extra “hang time” on the vine for the grapes. Increased hang time leads to more intense flavor development and enhanced richness of fruit.

WINEMAKING

The grapes are picked in the cool, early morning hours, then brought to the winery where they are destemmed, crushed, and fermented in small open top fermenters. Each variety is kept separate until the final blending process just prior to bottling when the proportion of each component is chosen to accentuate the richness of flavor and maximize depth, complexity, mouthfeel and finish.

TASTING NOTES

Delightful aromas of ripe cherries, black fruit and vanilla make this red wine blend very approachable. Lively flavors of plum, blueberries and cassis greet the palate while notes of anise linger on the finish. A smooth, silky mouthfeel sits on a medium-bodied, rounded frame that finishes with a touch of sweet oak vanilla.



FRIENDSHIP, LOVE, LAUGHTER...IT'S A GIFT!



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