



2011 Los Angeles International Wine & Spirits Awards

pureCru wines received three prestigious awards at the recent judging of the 2011 Los Angeles International Wine & Spirits Competition.

96 Points - Best Of Class, Gold Medal

2007 PureCoz
Napa Valley Red Wine

96 Points - Best Of Class, Gold Medal

2007 Sangiovese, Sangio Vetta, California

91 Points - Best Of Class, Gold Medal

2009 Couples & Co. Napa Valley Chardonnay



Mitch Travels to the Masters

Mitch Cosentino recently returned from Georgia, where he spent eight days kicking off a new Atlanta distributor. After that he traveled to Augusta for THE MASTERS and attended the "Annual Golf Writers Awards" dinner, where they have served wines made exclusively by Mitch for the past decade.

This year the Couples & Co release of the 2009 Chardonnay and the 2006 Sangiovese wines were featured on the menu.

The event takes place on the evening before the first round each year and is the largest gathering of golf media in the world. During this event, "Players of the Year" awards go out to the best players in the PGA, Champions Tour and LPG.



Couples & Co 2006 California Sangiovese

Appellation	California (60% Napa Valley, 40% Lodi)
Composition	82% Sangiovese, 18% Bordeaux varietals
Winemaking	Partially punch cap fermented in open tanks, followed by more than two years of oak aging
Awards	Chairman's Award and Gold Medal 2010 Riverside International Wine Competition
	Gold Medal 2009 Los Angeles International Wine & Spirits Competition
	Gold Medal 2010 American Fine Wine Competition
Production	1,050 Cases
Pricing	\$20.00 per bottle Retail \$15.00 per bottle Original Cru



Couples & Co 2006 Napa Valley Cabernet

Appellation	Napa Valley (60% St. Helena, 25% Oakville)
Composition	85% CS, 8% Merlot, 5% Cabernet Franc, 2% Malbec
Winemaking	Partially punch cap fermented for between 7 and 11 days. Small lots were tank fermented. Barrel aged separately in French oak for 30 months. Selected, raked and blended before bottling, unfined.
Awards	Sweepstakes Winner, Gold Medal and Best of Class 2009 Jefferson Cup Wine Competition
	San Francisco International Wine Competition 2011
	Silver Medal, American Fine Wine Competition 2011
Production	525 Cases
Pricing	\$32.00 per bottle Retail \$24.00 per bottle Original Cru