

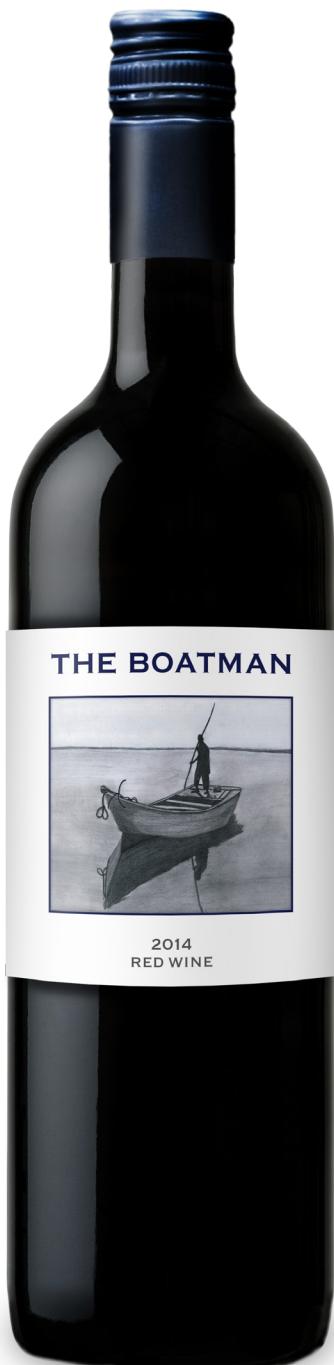
# INTRODUCING THE BOATMAN

## A HANDCRAFTED RED BLEND

“THE PUBLIC IS CLAMORING FOR RED BLENDS”

- THE WALL STREET JOURNAL.

Sourced from select vineyards in California’s North Coast and Foothill wine growing regions, The Boatman has layers of character and nuance that offer wine drinkers a sophisticated option at an everyday price.



“The magic is in the varietal blend – that’s both the challenge and the fun of creating a wine from the ground up like The Boatman.”

- Daniel Fitzgerald, Winemaker

Red Blend category accounts for \$900 Million in retail wine sales, and is one of the fastest growing wine categories

- Nielsen, January 2015

“Wine drinkers are switching to red blends from single varietals because of higher quality at lower price points.”

- The Wall Street Journal, The Red Wine Blends Trend, March 2015

The Boatman is the #1 choice in a blind-tasting of 10 category leaders with a panel of industry experts

- April 2015

Starting with careful sourcing from dedicated growers, followed by gentle winemaking in the cellar, The Boatman is a focused and full-bodied blend of Alicante Bouschet, Merlot, Malbec, and Cabernet Sauvignon. A generous and supple wine with notes of black cherry, rhubarb, and rose petal balanced by savory spice, and a warm finish.

13.8% alcohol

Suggested Retail Price: \$12.99

[theboatmanwines.com](http://theboatmanwines.com)



BRACK MOUNTAIN  
WINE COMPANY

Producing age-worthy, handcrafted wines  
at every price point.