

98% CABERNET SAUVIGNON, 1% SYRAH, 1% TEMPRANILLO

Escape into
the essence
of Cabernet.

Cabernet
that's original
and uncut.

AVALON

Differentiate
yourself
from the
ordinary.

Cabernet
Coup
detat.

100 PERCENT CALIFORNIA FRUIT. A FINE PRODUCT OF THE UNITED STATES OF AMERICA.

Slide into the soul of
Avalon Cabernet Sauvignon. Stop drinking
lackluster wines of the culinary industrial complex.

Like the indie films
that inspired Avalon,
the wine is original
and uncut. What does
that mean? It means
we focus on the essence
of the Cabernet
Sauvignon grape. We only
make Cabernet Sauvignon.
And we believe that a good
bottle of wine should cost
about the same as a one-day
ticket to Woodstock in 1969.

It's a tired cliché, but true: great wines
start in the vineyard. Vines, soil and
climate all contribute to a
successful harvest. In 2002
Mother Nature just couldn't
make up her mind. Hot,
cold, foggy, ideal... you
get the idea. In the end,
the only challenge was
that everything

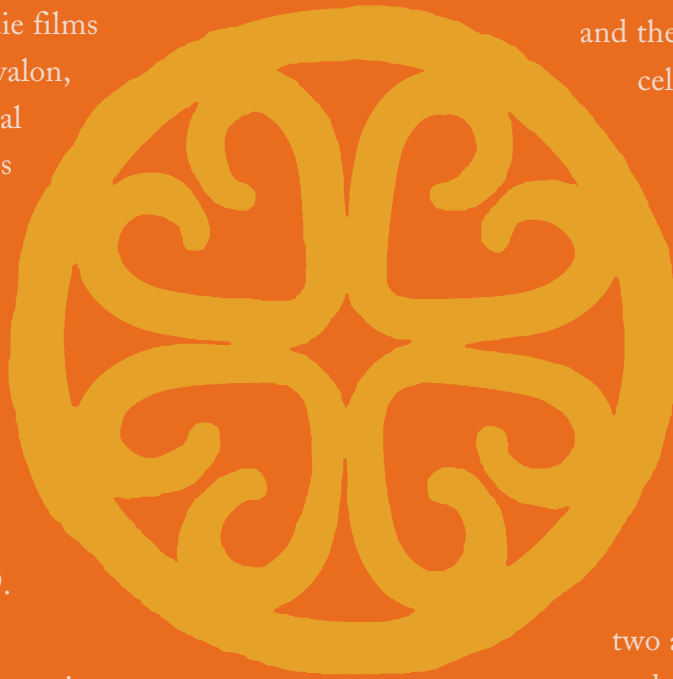
ripened at once. Cellars
filled up quickly with
good fruit

and the crews in those
cellars worked some
long hours.

Our Winemaker Alex
Cose every year searches
up and down California
to produce our Avalon
Cabernet. His favorite
locations always find their
way into the blend including
California's Central Coast and
North Coast vineyards. These
two areas give the wine its berry pie
and white chocolate components.

We could tell you what this
wine tastes like, but we'll let
your soul tell you. How
about we say the wine
reminds us of a great
dinner with great
friends. One where no
one wants to leave

because the conversation
and the people just
happen.



AVALON

CALIFORNIA

CABERNET SAUVIGNON

VINTAGE 2002

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