Play like a champion today™

Play Like A Champion Today Wine

Athletics and wine have a lot in common than you would expect! There's passion, teamwork, discipline, dedication, and of course, victory. From scoring the game-winning touchdown to getting the honor of a 100-point wine, world-class athletes and world-class winemaking share a lot of wonderful qualities and the constant quest to be the best. With that, the fittingly named Play Like A Champion Today Wine was born.

Our Philosophy

Play Like A Champion Today Wine brings the perfect combination of acid, fruit and most importantly, a sense of the wine's origin. Utilizing the relationships winemaker Jean Hoefliger has created around the world, we are able to find the most expressive and fun-loving vineyards that exhibit what we believe are outstanding wines for everyday consumption.

Our People

Rick Mirer, proprietor
After falling in love with Napa Valley while playing for the San Francisco 49ers and Oakland Raiders, Notre Dame quarterback legend Rick Mirer's post-retirement plan was clear – to channel that same drive for excellence and deliver the absolute best wine to bottle. In 2008, Rick made his dream a reality by starting Mirror Napa Valley. Now he is bridging his worlds by bringing Play Like A Champion Today Wine to your home, tailgate and any everyday occasion.

Jean Hoefliger, winemaker
Our world class winemaker, Jean Hoefliger, is a man on a quixotic mission: the pursuit for creative perfection. He has consulted all over the world, bringing his passion to Monteverro in Tuscany, Grapeheart in Suisun Valley, V. Vineyards in Sonoma County, and in Napa Valley: The Debate, Clark-Claudon, Decades 5, Sunshine Valley, MR Michel Rolland and AXR, among others. It's through Jean we can deliver wine from some of the best vineyards worldwide.

Please reach out to info@playlikeachampiontodaywine.com
for any additional inquires or to score some more bottles.

Tag us on social media using #PLACTWine and follow us @playlikeachampiontodaywine