

PLAY LIKE A CHAMPION TODAY™

Color: Shiny, dark cherry with touches of mahogany on the rim

Nose: Beautiful notes of cedar and chocolate powder with black cherries, nutmeg violet and lilac

Palate: Soft and fruity entrance evolving on a fresh mid-palate with touches of tulips, raspberry and red currant, lingering on red cherries and granular, powdery tannins

Varietal: 100% Cabernet Sauvignon

Fermentation: 21 days on skin in stainless steel

Aging: 16 months in French oak, 35% new

Alcohol: 14.5%

Vineyards: Sunrise Vineyard, Paso Robles, Estrella District

Cases Produced: 1,000



Cabernet Sauvignon Paso Robles 2019

Play Like A Champion Today Wine

Athletics and wine have a lot more 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.

Sunrise Vineyards, Paso Robles, Estrella District

Sunrise Vineyard is named for its picturesque view as the sun rises over the vineyard on the eastern hills every morning. It's located in the Estrella District, a 66,800-acre area of valley floor and river floodplain, 745 to 1,800 feet above sea level. Vineyards are planted on a series of terraces and foothills of various slope angles and aspects. The terroir is perfect for growing premium grapes -- warm days lead to cool nights, moderate soil rooting depths control vine vigor, and tempered water stress produce complex fruit flavors.