



Embarking on his third decade of winemaking, JK Cellars winemaker, Mark Gendron, is dedicated to creating soft, round, luscious wines that have been the cornerstone of his success. Having discovered the excitement of blending the best lots of grapes into his award winning wines, he sends to your table an experience of his life's passion.

Mark's experience in the wine industry began in 1990 when he purchased a benchmark vineyard on the Westside of Paso Robles and started a small family winery that grew to 30,000 cases. His knowledge of the Paso Robles, Central Coast and Sierra Foothills appellations along with the great relationships he has developed over the years has allowed him to purchase the best quality wines and grapes these regions have to offer. These appellations produce high quality wine grapes at value prices which fits perfectly with Mark's philosophy: Fruit-forward wines with soft tannins affordable to all. The fruit for JK Cellars wines is sourced from vineyards ranging from 12-40 years old with some vines being as old as 45. It is the combination of using the very best lots of grapes Mark can grow and acquire that make these wines so special. By utilizing the relationships from Paso Robles to El Dorado and his knowledge of the wine industry, Mark has the luxury of maintaining consistency and superb quality in his wines year after year. We invite you to take pleasure in and enjoy the passion in every bottle of our wines.

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**CHARDONNAY** Aromas of pears and lemon custard, citrus swirls and a hint of vanilla. A full bodied dry wine with a long crisp finish. Pairs well with fruit and mild cheese, seafood and pasta in creamy sauces or roast chicken with a little jerk.

**DIVINITY** Chardonnay for the crispness. Sauvignon Blanc for the sappiness. Viognier for the royal flair and rich tropical fruit, and a subtle smile at the end.

**CABERNET SAUVIGNON** Classic Cabernet nose of cassis, lavender, black licorice and a hint of new oak. Rich but soft tannins wrap around flavors of cedar, boysenberry and coffee, chocolate with a hint of leather. Beautifully balanced in a light style.

**MERLOT** Fresh scents of plum, chocolate and smokey vanilla. Smooth tannins with well balanced acidity frame flavors of blackberry and tempered oak. The great depth and complexity of this wine is elegantly structured with a fine balance and lengthy finish.

**CROSSFIRE** A wonderful blend! Merlot's dark fruit scents, chocolate, vanilla and cherry. Cabernet's coffee, cassis, plum, black licorice and dark chocolate. Syrah's plum, blackpepper, blackberry and black cherry. All of these combinations make your taste buds "Crossfire."

**LA RIATA** This blend of Zinfandel, Merlot, Cabernet Sauvignon and Petite Verdot, will rope you in with bright fruit flavors of fruit jams, rose and cherry liquors with clean notes of sweet spices, licorice and cedar. The combination shows increased mouthfeel and enhanced zinfandel and cabernet characteristics. Good color stability and an excellent fruit forward style with complexity and finesse.

**EL PICARO** "The Rogue", a blend of Merlot, Syrah, Cabernet Sauvignon, Cab Franc and maybe a little Zinfandel. "The Rogue", a special blend from special wines each year. A wine that can be naughty and playful and be what it wants to be each year. A soft fruity mouthfeel leads to a lush lingering finish and a desire for more.

**PINOT NOIR** "The Velvet Mistress" Lower tannins with lighter body, a nose of cherry and cranberry, a hint of earth and slight wood aroma. The taste of juicy red fruits with a hint of spice. Light enough for fish and pairs well with aromatic and spicy foods.

**ZINFANDEL** A Combination of the best fruit from our favorite vineyards. Chocolate and wild berries, cranberry, blueberry, soft spicy pepperiness. A little briar and tar near the end leaves a zip on the end of your tongue.