



Wildfires can be dangerous and yet a humbling display of mother nature's powers. Another such display of mother nature's ability is growing wine grapes for use by us, mere mortals, to create the unforgettable wines you will enjoy from **Wildfire Cellars**.

Wildfire Cellars is the latest brand from veteran winemaker, Mark Gendron. Mark's experience in the wine industry began in 1990 when he purchased a benchmark vineyard on the West side 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 **Wildfire** 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 beauty of mother nature in every bottle of our wines.

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.

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.

ZINFANDEL A combination of the best fruit from three 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.

BLAZE An incredible blend, soothing and satisfying. A wine to suit all occasions and foods. Merlots' dark fruit scents, chocolate, vanilla and cherry. Cabernets' coffee, cassis, plum, black licorice and dark chocolate. Syrahs' plum, blackpepper, blackberry and black cherry. All of these combinations set your tastes buds "afire."

TRINITY Chardonnay for crispness and sassiness, Viognier for the royal flair and rich tropical fruit and Sauvignon Blanc for the subtle smile at the end.

WHITE ZINFANDEL A gentle cross between pink and rose. Crisp and refreshing for a casual afternoon sipper, a diva's reward.