

# NEW PRODUCERS ALERT: ADELANTE AND WADE CELLARS

**July 31, 2020**

We are welcoming two new producers to our portfolio with such joy. Let's give a warm welcome to Wade Cellars and Adelante! In the midst of summer, we cannot think of a better way to celebrate every long sunny day and warm night left than to crack open some bottles of bright, California blends in the daylight and firing up the BBQ with some Old Vine Argentinian Malbec in the evening.

AdelanteAdelante, translating to 'moving forward', began when Ray Kaufman, a veteran North Coast winemaker, purchased the old Don Eugenio vineyard in La Consulta, Valle de Uco, Argentina. The site was planted back in 1946, and now at 73 years old, the grapes still grow on their original roots. With his purchase, Kaufmann dreamed of resurrecting these old vines to create a delicate, more restrained bottling of Argentinian Malbec. The vineyard is in the process of being converted to completely organic. As a whole, the team implements minimal intervention in the vineyard, where the wines are made and bottled before shipping back with Kaufmann up to California.

Adelante Malbec 'Old Vines'

Wade CellarsFormer NBA all-star, MVP, World Champion Dwyane Wade discovered his love and passion for wine in the midst of his successful career. The desire to understand the elusive nature of wine grew, so he turned to dear friend and esteemed Napa winemaker Jayson Pahlmeyer. With the knowledge Wade accessed through this harvest, Pahlmeyer's assistance, and Wade's impressive drive, Wade Cellars was born. With president Matt Naumann and winemaker John Keyes, Wade Cellars has evolved from a simple dream to create a wine, to a project dedicated to breaking down old school perceptions of Napa wines. Beneath Wade Cellars the winery has sprung Three by Wade as their ready-upon-release sub-label. This label creates, as of now, Chenin Blanc, Rosé, and Cabernet Sauvignon out of fruit sourced from the most desirable appellations within California.

Three by Wade 'Blanc'

Three by Wade California Rosé

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