



Ante Up

2005

ROLLERS  RESERVE

As you take your seat at the table you survey the other players. Those seated around you have one sole purpose and that is to relieve you of your stack of chips. Taking your seat, the tension is thick because for a few short minutes at the start of a new poker game, anything is possible. Everyone believes they have the edge it takes to be the winner, but the truth is a few of the players are going to try and bluff the whole way through. When the dealer calls it out, “Ante Up”, it’s time to put up or shut up.

As time drew close for the release of our first Santa Barbara County Syrah, we choose the name Ante Up for our newest Rollers Reserve wine. Ante Up Syrah takes its rightful seat at the table with Santa Barbara wine country’s finest Syrah producers. Our challenge to other winemakers is to Ante Up with their own Syrah and in a blind comparison explain why other Syrah are selling for double and triple the price of Ante Up.

We don’t take bets we feel can’t be won, so Ante Up opens the action with hints of mint, vanilla, and berries on the nose. Flavors of rich plum and blueberry are balanced by black pepper spice and slight mineral notes. With limited oak influence, Ante Up finishes long and smooth, going “All In” against its competitors for the winning taste.

Don’t get bluffed by overpriced Syrahs when you can Ante Up to the table with your friends and family, enjoying one of Santa Barbara County’s most enjoyable Syrahs.

Proprietors - Jeff Munsey & Michael Cobb

Retail Price: \$24