



# ROCKABILLY RED

2005

Sort This Out Cellars was founded with the belief that we could make wine appealing and enjoyable to everyone. Whether you are drinking one of our casual lifestyle wines or savoring a bottle of our limited production Rollers Reserve wines, Sort This Out Cellars wines exemplify the diversity in character and customers. Our goal is to create wines that welcome new wine drinkers through creative story telling and attractive packaging while simultaneously winning the affection of long time wine lovers with quality wines that exhibit classic character and quality.

Inspired by the music lovers in our lives, we created Rockabilly Red to celebrate the early rock pioneers who blended rock, blues and blue grass experimenting with sounds that were first misunderstood and maligned. Jerry Lee Lewis, Elvis Presley, and Johnny Cash are among the many famous and infamous musicians whose music lives on today in the Rockabilly movement.

After conceptualizing what Rockabilly Red wine labels would look like, we found inspiration in classic concert posters from the period. Rockabilly Red labels are a departure from traditional wines labels. With Rockabilly icons like the stand up bass framed in flames, everything from the design to the colors were carefully selected.

Our 2005 Rockabilly Red is made from Alexander Valley Cabernet Sauvignon. Known for its intense flavors, Cabernet Sauvignon from this region exhibits classic Cab character with subtle aromas and flavors of chocolate and tobacco. Robust red fruit flavors with smooth tannins lead the way to a dry finish.

Rockabilly Red is an enjoyable "lifestyle" wine. Perfect for sipping with friends, Rockabilly Red is a great choice for casual get-togethers. So fire up the grill and turn up the music. Pop the top on a bottle of Rockabilly Red and enjoy!

Proprietors - Jeff Munsey & Michael Cobb

Retail Price: \$25