

## Charles Smith Wines: The Modernist Project

First was K Vintners, the “artisan” winery, then the Magnificent Wine Company, “wines for the people.”

Now, the “modernist” project, Charles Smith Wines – it is my response to how people generally consume wine today, *immediately!* That is as in *immediately* after being purchased at a market, restaurant or bar, to be drunk straight away. Wine in this category is typically either simple, or a wine that would be much better a few years down the road. Charles Smith Wines are wines that are about putting as much into the bottle as possible. My intent is to create wines to be enjoyed now, but with typicity in regards to variety (i.e., merlot that tastes like merlot) and to the vineyard (i.e., wine that tastes like where it was grown). The wines are full of flavor, balanced, and true to place of origin.

Holy Cow is right! Our wonderful, talented, renegade friend in Walla Walla, Charles Smith, has us shaking our heads in amazement. How does one produce such great wines that sing of the varietal and have beautiful balance at such prices?

“Well, if you blend grapes from three high elevation vineyards in Washington’s Columbia Valley, that express pure Chardonnay fruit in the Mâcon style and capture the minerality of the rocky soils, plus maintain tremendous freshness, it’s really not that hard...” says Charles!

Lawrence Cohen, Frank-Lin Distributors, California

**THE PACKAGE** – found terms, such as ‘Kung Fu Girl,’ ‘Holy Cow,’ ‘Boom Boom,’ etc. Names you already know that will get your attention and that you are not likely to forget.

**ARTWORK** – Artwork that you would not expect – stylish, edgy, and modern.

**Charles Smith Wines**

••• It’s just booze – drink it! •••