

# LAYER CAKE

*"Layer Cake is the ultimate in affordable luxury."*

Anthony Giglio, Author of FOOD & WINE'S Wine Guide 2010

FROM OUR FAVORITE WINE REGIONS AROUND THE WORLD

## THE LAYER CAKE STORY

*"Layer Cake* is a wine that was inspired by my Grandfather and Grandmother. Every Sunday, my Grandmother would bake a huge layer cake for dessert. My Grandfather would pour me a little glass of wine and place it at the table for me. He explained wine in terms of that cake. 'The vines,' he would say, 'live in layers of soil just like the layers in Grandma's cake; each layer bringing a different flavor.' My grandfather taught me that everything in life is about layers and complexity. I loved those words and when I was a cake-focused boy, it made perfect sense... in fact, it still does.

Since those early days I have been all over the wine world time and again. I have tasted thousands of different wines and there are only a few places that haunt me, always come back to mind, occupy my dreams and have drawn me back again to taste some more.



*"I started Layer Cake because I wanted to make a wine at a price that could be enjoyed everyday with abandon, yet made by hand (not in a giant factory) and made in some special places in the world that I have always loved. The mission was simply to shock people about how good wine could be at a very affordable price."*

While the Layer Cake wines were not intended to be compared with Hundred Acre, they are rich and taste like they should simply cost a lot more. This is due to our rigorous fruit selection and small winemaking style. The same team of winemakers that work with me at Hundred Acre, work with me all over the world to craft a rich **Shiraz in South Australia**, fabulous **Malbec in Argentina**, spicy old vine **Primitivo, aka Zinfandel, in Puglia, Italy**, and of course, some **California Chardonnay and Cabernet Sauvignon**. Each is very special in its own way and a phenomenal value.

With the making of each Layer Cake wine my Grandfather's words and my Grandmother's cakes come back to me. Layer Cake is a simple black and white label with, of course, my Grandmother's giant layer cake on the front and my Grandfather's words on the back...ENJOY!!"

— Jayson Woodbridge

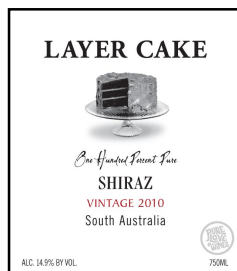
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**AUSTRALIA ITALY ARGENTINA CALIFORNIA**

# LAYER CAKE

*"Super Value... Remarkable Price"*

Robert M. Parker, Jr. in an email to his subscribers 1/6/2010



## SHIRAZ, SOUTH AUSTRALIA 2010

### *100% Pure Shiraz*

Experience: Dark, dense and creamy. Aromas of spice, anise, tobacco and mocha emerge from the inky Shiraz; an explosion of dark berry, black cherry, exotic spices and chocolate. Complete from attack through a long, lingering finish. Dark and lethal enough to thwart any encounter with a venomous Australian snake on your next bushwalk...



## PRIMITIVO, PUGLIA, ITALY 2008

### *100% Pure "Old Vine" Primitivo*

(We're talking ancient, gnarled baskets hugging the ground and rocks around them – lost civilization stuff...)

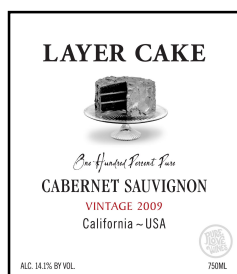
Experience: A balance of elegance and power; inky black fruit, spice and white pepper, jammy back cherries, plums, blackberry fruit, truffles, tar, and espresso. Warm and rich in the mouth with a creamy texture; the ripe fruit is well supported by the deep structure of the wine. Sit back and travel through time...



## MALBEC, MENDOZA, ARGENTINA 2010

### *100% Alluvial Grown Malbec*

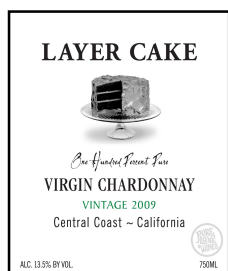
Experience: A powerhouse of lush black fruit, silky cocoa, black spice and cream wrapped around blackberry, cherry and ripe plum in the nose. Sweet anise, hints of tobacco, black chocolate, more cherries and exotic spices, layers of jam follow on the palate. Pure, rich and very elegant, this wine will stand and perform anytime you think of a cabernet and want something just a little more exotic.



## CABERNET SAUVIGNON, CALIFORNIA 2009

### *100% California Cabernet Sauvignon*

Experience: Beautiful deep garnet color. Aromas of blackberry, cassis, violets, cedar, tobacco, and hints of minerals and graphite. Sweet, densely packed and creamy in the mouth, but with firm, underlying structure that gives lift to the dark berry, chocolate, and coffee flavors. This is a very lush, soft, complex wine that coats the palate and spreads out on the long, lingering finish.



## VIRGIN CHARDONNAY, CENTRAL COAST, CALIFORNIA 2009

### *100% Pure, 100% Central Coast Chardonnay*

Experience: The nose is like walking through a blossoming Meyer lemon orchard, with wet cobblestone minerality, and a hint of lemon meringue pie in the background. Fresh, clean and vibrant, flavors of Kaffir lime, guava, pineapple and a note of flint followed by light, creamy lemon curd fill the flavor palette. This pure Chardonnay is completely untouched by oak to allow its beautiful floral and citrus characteristics and subtle aromatics to flourish. Layer Cake Chardonnay is uniquely presented in a crystal clear Bordeaux bottle to visually communicate it is, *joyfully*, not your traditional, over-oaked, buttered popcorn, California Chardonnay.

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