

# HIGHER GROUND



*Pinot Noir*

MONTEREY COUNTY

## BRAND ESSENTIALS

- Sourced primarily from the higher elevations of Monterey County along the Sana Lucia wine growing region
- High quality Pinot Noir in an elegant, sophisticated package meant to be touched and appreciated up close
- A Pinot Noir only brand
- An On-Premise only brand, offered exclusively to fine restaurateurs and hoteliers

## THE WINE

- Meticulously crafted from coastal fruit by cool climate specialist, Winemaker Alison Crowe
- The wine exhibits distinct regional character and purity of flavor.
- Appealing aromas of cherry preserves, ripe plum and cranberry, with secondary notes of vanilla toffee and toasted oak.
- Complex flavors of cherry cola, juicy, dark red berry fruit and hints of spices and smoke are complimented by soft tannins, balanced with a bright acidity.
- French oak aging
- Crafted to enhance sophisticated cuisine and the ambience of a fine dining experience

EXCEPTIONAL QUALITY, COASTAL PINOT NOIR  
AT SIGNIFICANT VALUE

# HIGHER GROUND

## THE NAME HIGHER GROUND EVOKES

- Transforming to a Richer Experience
- Reaching a Higher, Safer Ground
- Striving for the Highest Quality
- Trading Up to a Superior Wine Experience
- Higher Elevation Terroir

## THE LABEL CONCEPT AND DESIGN

- Upscale, stylish elegance with an alluring tactile appeal
- Clean white label with a black “tuxedo” panel, minimal tone on tone color palette and delicate, yet dramatic art depicting clouds effect an ethereal, yet sophisticated beauty
- This elegant package informs us of the higher experience offered by the wine within the bottle
- A subtle Ralph Waldo Emerson quote adds another layer of complexity and interest to the label inspiring thought and conversation
- Textured paper, sculptured embossing and quiet, matte and pearl inks and spot varnish add to the tactile intricacy

## BACK LABEL ROMANCE COPY

**Pure. Balanced. Distinguished. Transforming.**  
**Pinot Noir from the higher elevations of Monterey.**  
**Take the Higher Ground. Be Inspired.**

HIGHER  
GROUND

*Pinot Noir*  
MONTEREY COUNTY

2013

“Do not go  
where the  
path may lead  
go instead  
where there is  
no path and  
leave  
a trail.”  
— Ralph Waldo Emerson

