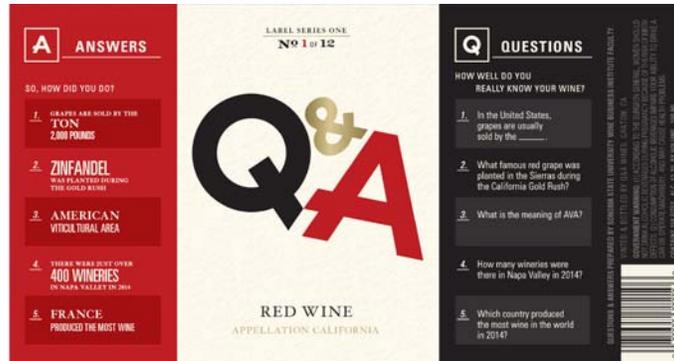




# The RUBIN FAMILY of WINES



## *NV Q&A Red Wine*

— Accolades —

**GOLD MEDAL / 91 POINTS**

2017 Winemaker Challenge International Wine Competition

**DOUBLE GOLD / Series, Q&A**

2016 San Francisco International Wine Competition: Label Division

Designer: CF Napa USA

**SCORE – 91 POINTS** by 2017 Jerry D. Mead New World Int'l Wine Competition

**WINE INDUSTRY AWARD IN MARKETING INNOVATION – North Bay**

*Business Journal* - Category: Marketing Innovation ~ Consumers are having fun enjoying the wine and learning more about their passion in a win-wine way. It's turning out to be a crowd-pleaser, because people are naturally inquisitive. Once they know that this is the "Trivial Pursuit of wine," their curiosity gets the best of them.

**MOST OUTSTANDING PACKAGE – Wines & Vines:** as chosen by ballots cast by conference attendees: Rubin Wines for its brand Q&A, which was designed by CF Napa.



## The RUBIN FAMILY of WINES

*Q&A continued*

### — Reviews —

***The Tasting Panel*** ~ July's Top Picks, Jessie Birschbach

Q&A. No. 1 of 12, Red Wine

California: A dark-cherried, blackberry and cigar box blend of Merlot, Ruby Cabernet, Cabernet Sauvignon and Petite Sirah. The 12 different labeling series, each with different entry-level questions regarding wine, is a brilliant way to appeal to those just getting into wine of those who like to show off their wine knowledge (which covers everyone).

JABS rating system assesses packaging and brand identity: Creatively inspiring in both packaging and branding, I'm seeing stars and parakeets + A near work of art and meaningful branding...

**Catherine Fallis MS**, aka *Grape Goddess*®: Light, fruity, grapey and lightly sweet with notes of raspberry, cassis, vanilla and mocha. Q&A is a blend of Merlot, Ruby Cabernet, Cabernet Sauvignon, Petite Sirah... Light, fruity, grapey and lightly sweet with notes of raspberry, cassis, vanilla and mocha.

**Michael Chelus, Nittany Epicurean**: Back in January, my ongoing series of discovery of some of the great wines of California brought us the first wine we enjoyed from The Rubin Family of Wines. The 2013 Ron Rubin Russian River Valley Chardonnay vinted & bottled by Rubin Vineyards and Winery was fruit-forward and well-structured. Today, we'll enjoy a unique red blend from The Rubin Family of Wines with equally unique packaging:

The wine showed a dark ruby color. Blackberry, raspberry, blueberry, vanilla, plum and licorice each arrived on the berry-driven nose. Blackberry, raspberry, vanilla, cherry, plum, blueberry and licorice followed on the palate where more ripe berries met a hint of creamy vanilla. The wine exhibited good structure and length, along with soft tannins. This wine would pair well with a grilled flank steak with chimichurri.



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**Michelle Williams, *Rockin Red Blog*:** This unique wine was designed to make wine fun and approachable. There are twelve different labels, each with questions on one side, answers on the other, all prepared by Sonoma State University Wine Business Institute Faculty. The wine itself is a blend of Cabernet Sauvignon, Merlot, Ruby Cabernet, and Petite Sirah. It offers notes of black cherries and plums with cedar cigar box and warm baking spices; it is not a complicated wine; rather easy drinking for maximum popularity; sip it alone or enjoy with pizza or pasta. It was a Tasting Panel Magazine Top Pick and awarded Most Outstanding Packaging by Wines and Vines Magazine.

**Alissa Fehr Leenher, *SAHMelier*:** Question: What wine do you bring to a party with trivia lovers? Answer: Q&A is a fun series by the Rubin Family of Wines. With twelve different labels in the series, each with five questions about the wine industry. A California blend of Merlot, Ruby Cabernet, Cabernet Sauvignon, and Petite Sirah. Approachable and well-balanced with plenty of fruit and spice. We had it with pizza and it was perfect but it could go in several directions. A fun party wine.

**Gwendolyn Lawrence Alley, *Wine Predator*: Grilled Cheese Game Night with Fun Wines: Q & A Red...** Aromas of lemon verbena, lemon lime, Meyers lemon, Clary Sage, and rose geranium greet your nose which becomes more apparent as the wine sits in the glass as you play! The color in the glass reminds us of sheer curtains — something there but you can see right through it. On the palate, it's fruity and light — lots of tropical and exotic fruits. They say you should never judge a book by its cover — or a glass of wine from the bottle — but there are certainly clues. Q & A is so PLAYFUL! Just the right note for your game or trivia night! We tasted #1 of 12 and we imagine that they will all be as enjoyable so keep an eye out for this series of wine in the distinctive award-winning bottle!