



NV Ron's Red

— Reviews —

Sarah Stierch, *Sonoma Magazine* ~ We're sticking with the Rubin Family for their tribute to the head honcho - Ron Rubin, who is the mastermind behind hippie-centric brands like Black Light. This blend of zinfandel, syrah and merlot tasted best when chilled. It reminded me of a refreshing, chilled red sancerre. It tastes like cranberry juice meets plum wine. Each can is one glass of wine.

James Brock, *PaperCity Magazine* ~ Wines in a Can Make Grape Love More Fun ~ on Rubin has been involved in the wine business for a long time — beginning in 1972, when he joined his family's wholesale liquor company as an employee — and in 2011 purchased River Road Family Vineyards and Winery, now doing business as Ron Rubin Winery.

Known mainly for Pinot Noir and Chardonnay, Rubin and his team also make some Pinot Blanc, Syrah, and Pinot Gris, and are involved in charitable projects in and around Sonoma County. I've enjoyed a number of bottle of Rubin wines over the years, and recently tried something new from the name: Wines in a can.

Pam's Unoaked Chardonnay and Ron's Red are now available, and you can order them directly from the winery. I tasted both this week, after chilling the cans and packing them in a cold bag, and their flavor, size, and portability factor should make them popular among wine drinkers looking for weekend fun. (By the way, the Pam for whom the Chardonnay is named is married to Ron Rubin.)