

# Shared Wisdom

WISDOM



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dendor patton

This wine represents over 50 Years of our combined experience working with Mendocino vineyards and brands; most notably Hidden Cellars. It is our first joint effort on a premium brand since our Hidden Cellars days.

Wisdom, grew out of one simple mission: two old friends who started together in the early wild days of Mendocino who wanted to make a very small amount of killer Zinfandel for family and friends and use it as the basis of keeping in touch with each other.

How did we attain our current Wisdom? Strictly trial and error. We made every mistake one could make and sometimes twice! Somehow over the years Dennis has become a legend among premium winemakers in Mendocino and Bill the premier wine marketing company in the Eastern U.S.

One would think with all those years of experience in premium Mendocino wine-making and marketing that we would have had a buttoned down plan for both; however we went into this typically eyes wide shut! Our original plan was pure Hidden Cellars old text book, which means there wasn't one.

Our intent is that each year "Wisdom" will be predominantly Mendocino Old Vine Zinfandel. The whole Owl theme based on the Greek coin (known as the Athenian Owl tetradrachm) came about in one inspired afternoon in Ukiah. The Athenian Owl coin was in circulation from around 430 to 99 BC and was considered by some as the stabilizing force in the world economy at that time. We decided that stabilizing was a good theme to go with Wisdom and with the guidance of our cooperative graphic artist, set out to desecrate the owl to fit our purpose!

