

# COTURRI WINERY

## Key Selling Points

- **For 25 years, Coturri has been a name to trust for pure wines** - big, full-bodied, superrich, complex fruit filled wines that capture the taste of the vineyard (“terroir”). Coturri is California’s leading cult producer of “real wines” - old world wines using organically grown grapes, natural yeast fermentation, and no additives.
- **Coturri wines are 100% grapes – there are no other ingredients.** No added water, no added acids, no sugars, no gasses, no coloring, no commercial yeasts strains, no chemicals, no sulfites are added. Nothing but grapes.
- **Traditional handcrafted wines in small lots** – Tony Coturri is a 3<sup>rd</sup> generation winemaker and takes a minimalist approach to winemaking. Carrying on centuries of tradition - little if any intervention is involved and the wines are untreated and completely handmade– only 5,000 cases annually.
- **Coturri Winery does it the old fashioned way with muscle and hard work.** We do not use modern winemaking machinery and technology. No mechanical harvesting – no conveyor belts - no stainless steel tanks – no must pumping – no laboratory manipulations – no filtration devices - no automated corking or bottling lines.
  - Grapes used at Coturri are harvested by hand into 50 lb. lug boxes and hand sorted at the winery before they are crushed
  - Gravity fed crusher/destemmer allows for the “must” to fall directly into open topped redwood fermenters.
  - Caps are pushed by hand 3 to 5 times a day to ensure quality and deep full extraction
  - “Must” is bucketed by hand into a traditional basket press
  - Coturri wines are gravity fed from the barrel to the bottle
  - Bottles are manually corked, one at a time
  - Labels are applied by hand, one at a time

“One of the richest, most intense, well-balanced Zinfandels I have ever tasted ... superrich, pure examples of their varietals. They are too interesting and provocative not to recommend.”

- Robert M. Parker, Jr., Parker’s Wine Buyer’s Guide, 5<sup>th</sup> Edition

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