

10,000 HOURS
by AQUILINI



THERE ARE NO SHORTCUTS

It takes time to make wine, and more of it to make great wine. It's even been said that it takes 10,000 hours of practice to become a master of something. Although the hours we've spent working the land, tending the vines and crafting the wine itself have likely eclipsed that number, it may still seem presumptuous to have named our wine as we have. Thus, we invite you to enjoy a bottle, and judge for yourself.

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Key varietals that drive US wine sales (\$)¹

• Cabernet 19.4%

• Red Blend 8.9%

RED MOUNTAIN AVA

HOT OFF THE PRESS

"No Longer a Secret, Red Mountain Earns Its Place In the Spotlight," Wine Enthusiast, 12/21/2021

"Why You Should Explore the Wines of Red Mountain," Forbes, 9/2/2021

WORLD-CLASS WINES

With ideal soils, a southwest slope, and a warm, windy desert climate, Red Mountain wines demand a price per ton approximately 3x the state average.

- **Size:** 4,040 acres
- **Elevation:** From 540 feet to 1,400 feet
- **First planted:** 1975
- **Slope:** Classic southwest slope, 0-15%
- **Sunlight:** 2 hours more per day during the growing season than Napa Valley
- **Annual rainfall:** Five to six inches
- **Major varietals grown:** Cabernet Sauvignon, Merlot, Syrah, Cabernet Franc, Malbec, Petit Verdot



Super Luxury category (\$25+) sales increased by 12.3% in 2021, one of the fastest growing price segments.²

SEGMENT	\$ % CHANGE
Total Table Wine	-7.4
\$25+ (Super Luxury)	12.3
\$20 - \$25 (Luxury)	12.7
\$15 - \$20 (Ultra-Premium)	3.7
\$11 - \$15 (Super Premium)	-2.5
Above \$15 (Ultra Premium)	7.1
Above \$8 (Premium)	-3.4
Below \$8	-14.3



Award-winning winemaker Joshua Maloney started making wine over twenty years ago. Joshua's winemaking specialty and focus is applying his vast repertoire of techniques to accentuate the terroir of each parcel of grapes ultimately creating wines that reflect the vineyard, variety, and vintage.

Joshua has earned over 100 90+ scores from major wine publications.