

# Display **poizin** to maximize depletions and profits



Mini  
countertop



Maxi  
free standing



Mega  
end aisle



Tower of  
Power

More Cases, More **poizin**, More \$ales

Stack **poizin** to stop your customers **dead**  
in their tracks

A delicious, super-premium Sonoma County  
Zin in a **killer** package



# poizin

In the glass **poizin** is dark garnet. Swirl it and iridescent burgundy hues sparkle at the edges as wine tears drip down the inside of the glass, the wine settling.

The aromas are lush and heady - dark cherry, earthy bramble, strawberry and spicy peppercorn climb out of the glass, like chimney smoke from a languid fire.

The aromas continue to develop; AH! - now of spiced plum, zinberry, and dark dried flower petals. Warm and soft on entry, the wine has a round feel to it, at first. Plush, ripe tannins lead to a very full-bodied mouth-feel that seems to spread from the center-palate, outward.

Then, the wine coats the entire palate with a perception of crushed velvet that becomes more pronounced as a mineral-laden dryness gradually spreads throughout the palate.

Initially very dark and sweet-tart, this wine leads with big black plum, blackberry and black cherry flavors, followed by very pronounced Bing cherry and clear tones of cracked pepper, weedy bramble and dark chocolate. Initially firm, **poizin** starts off dark and brooding, with a firmness that yields to sweeter flavors as the medium-long finish is sustained by the red fruits, minerals & peppercorn spice.

**Harvest Dates:** From September 24th through October 17th 2009.

**Grape Varieties:** 88% Zinfandel, 12% Petite Sirah

**Barrel Aging:** 16 Months in 2/3 American Oak and 1/3 French Oak

**Percentage of New Oak:** 30% new oak, 40% one-year, 30% two-year

**Alcohol:** 14.5%

**pH:** 3.82

**Total Acidity:** .61 g/100mL

**Residual Sugar:** Dry

Contact: Steve Cousins, Armida Winery 707 433 0892 [steve@armida.com](mailto:steve@armida.com)