



SERIAL

Serial Releases Cabernet Sauvignon, Paso Robles 2017 Serial Cabernet Sauvignon, Paso Robles to be released November 20, 2019 in select U.S. markets

Napa, CA (November 20, 2019) – [Serial](#), part of John Anthony Family of Wines, is pleased to present the newest addition to its wine portfolio: 2017 Serial Cabernet Sauvignon, Paso Robles. The Serial portfolio represents a full series of wines dedicated to showcasing the terroir of Paso Robles, CA. This inaugural release of Serial Cabernet Sauvignon is the second wine in the Serial portfolio, joining Serial Red Blend, Paso Robles.

2017 Serial Cabernet Sauvignon, Paso Robles strikes the perfect balance of dark, lush fruit, and structure. Ripe blackcurrant, roasted fig, and cocoa notes give way to complex layers of toasted spice and vanilla on the finish. The brand’s commitment to this largely undiscovered wine region is clearly expressed by the richness and opulence of this series of luscious red wines.

“After years of farming cabernet sauvignon in the Napa Valley, I decided to explore some new opportunities, start a Paso Robles-focused wine program, and name it Serial,” said John Anthony Truchard, Founder and CEO of John Anthony Family of Wines. “I chose Paso Robles because the region produces outstanding fruit at approachable pricing, and the climate and soils make for rich, expressive wines for which we have become known.”

2017 Serial Cabernet Sauvignon, Paso Robles will be available for purchase in select U.S. markets.

About Serial

Serial started with the 2015 and 2016 vintages of Serial Red Blend, Paso Robles, now joined by 2017 Serial Cabernet Sauvignon, Paso Robles. The collection will expand with a series of single-grower cabernet sauvignons over the coming vintages. #SerialWines [SerialWines.com](#)

About John Anthony Family of Wines

John Anthony Family of Wines includes John Anthony Vineyards, FARM Napa Valley, Serial, and JaM Cellars. John Anthony Vineyards produces exclusive wines created from small vineyard sites in Oak Knoll District, Carneros and Coombsville regions, all available in the winery’s downtown Napa tasting lounge. FARM Napa Valley was started by John Anthony Truchard as a farming company growing Napa Valley grapes for others. Realizing that he was farming some of the best land in region, John decided to make wine from several of the small hand-farmed lots in the name of the farming company. The FARM Napa Valley label is inspired from the simple philosophy that “*great wines are grown in the farmer’s shadow*”. Serial is a series of red wines from Paso Robles—deep, plush and vibrant from this largely undiscovered and exciting wine region. JaM Cellars was founded in 2009 in response to the downturn in the economy and experienced triple-digit growth in its early years, by offering wines made in the tradition of great California winemaking at accessible sub \$20 price points. Today Butter Chardonnay from JaM Cellars is the #2 selling chardonnay above \$12 in the U.S. (source: Nielsen scan data 2019).

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