

INCEPTION

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INCEPTION

Greetings!

***O**n behalf of the team here at Inception Wines, we want to thank you for your interest in our 'labour of love' and in choosing our wines to represent--we realize that there are many choices out there and can assure you that we will work our hardest to insure the finest wines at the fairest prices in the market.*

We are honored to be working with Southern Wine and Spirits and are looking forward to building our brand together.

The following pages outline our current offerings and we are confident that they will create as much excitement with your clients as we experience in the creation of Inception.

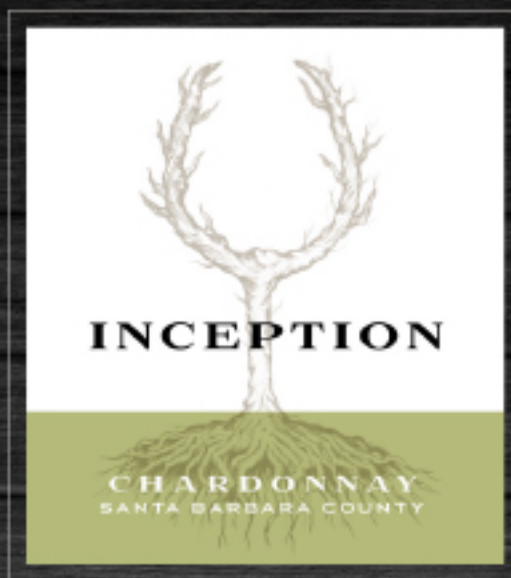
I look forward to working with you all in the years to come.

*Jonathan Hirsh
Managing Partner
jon@inceptionwines.com*



Inception Chardonnay

2013 Santa Barbara County



Varietal 100% Chardonnay, Sourced from Los Alamos and Santa Maria Valley

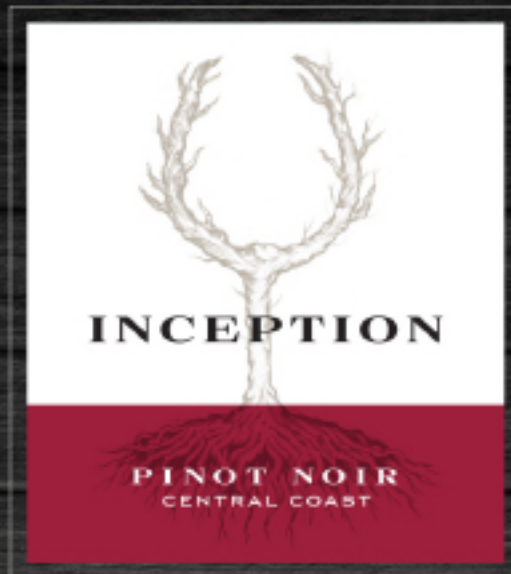
Aged for 18 months in French oak barrels (12% new)

Alc: 14.2%

Tasting Notes:

The 2013 Inception Santa Barbara County Chardonnay is already brimming in the glass with hues of soft yellow and gold. The aromatics are pronounced, yet integrated. Meyer lemon and baked quince run rampant with acacia and apple blossoms. Toasted, buttery brioche and hazelnuts are offered alongside truffle and damp white button mushrooms. The palate reinforces these traits but none more so than the creamy, buttery texture that seemingly integrates with honeyed, wet stones and salty sand. Savory herbs marry with the notes of vanilla and nutmeg that are so graciously left behind by the barrique. The wine is rich, yet restrained. It tells the story of a harmonious terroir that showcases both the warm sunshine and cold nights these world class vineyards receive.

Inception Pinot Noir 2013 Central Coast



Varietal 100% Pinot Noir: Sourced from Los Alamos & Edna Valley

Aged for 18 months in French oak barrels. 18% 1 year old french oak, the balance neutral

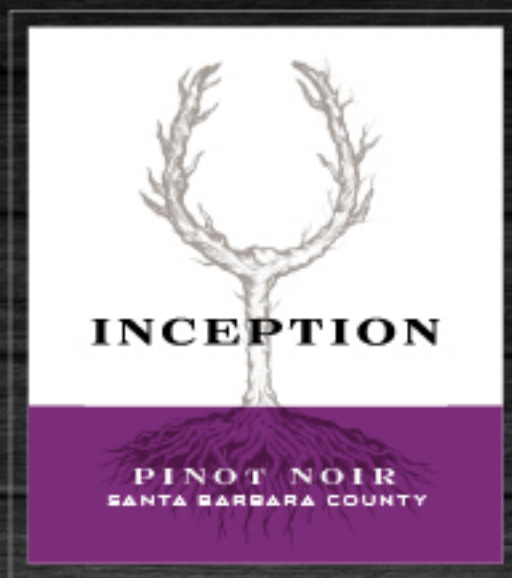
Alc: 14.3%

Tasting Notes:

The Central Coast AVA, though broad as a region, is home to many world class vineyards. Different meso-climates provide flexibility in the selection of varieties to plant and influence in the style of wines to produce. Rhone and Bordeaux varietals flourish but Chardonnay and Pinot Noir of Burgundian roots are prominent players, as well.

The 2013 Inception Central Coast Pinot Noir begins with aromatics of wild strawberry and raspberry supported by an ethereal florality of violets and lilacs intertwined with savory game. Wet mushrooms and rhubarb are present with fleshy plum and cherry tomato. Subtle spice notes of clove and cinnamon marry with orange zest and smoke. The palate also delivers on these promises but simultaneously offers up a strong organic note. Fresh turned earth and clay linger on the finish with pomegranate and leather. There's a dash of caramel and brown sugar which sweeten the otherwise earthy focus of this wine. A dash of heat on the finish meets head on with iron-laced gripping tannins. This wine suggests California on the nose, but offers Gevrey on the palate.

Inception Pinot Noir
2012 Santa Barbara County



Varietal 100% Pinot Noir, Sourced from: Carrari Vineyard in Los Alamos

Aged in French Oak for 18 months. Only 11% new oak, the rest neutral barrels (3 years+)

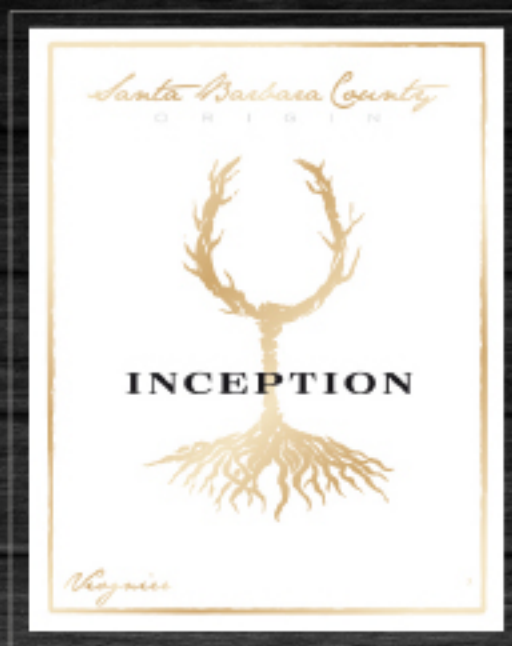
Alc: 14.5%

Tasting Notes:

The 2012 Inception Santa Barbara County Pinot Noir begins with charming aromatics of ripe strawberry, plum, and candied bing cherry. Cinnamon, anise, and potpourrie are lifted by the fruit and gently fade into an ethereal earthy note of underbrush and fresh-turned earth. The palate too delivers on these traits, and offers up a lush mouthfeel supported by silky tannins and generous warmth. Lingering on the finish you find subtle notes of cumin and cardamom with a dash of cocoa and a hint butterscotch.

Inception Origin Viognier

2012 Santa Barbara County



Varietal 100% Viognier, Sourced from: Camp 4 in Santa Ynez

Aged in tank for 7 months sur lie.

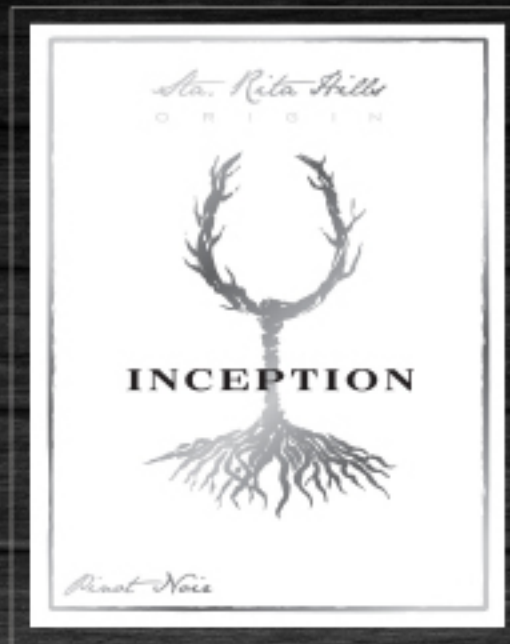
Alc: 13.7%

Tasting Notes:

Sourced from the warmer site of Camp 4 Vineyard, the 2012 Inception Viognier is everything a California Viognier should be and everything it shouldn't. Choosing to harvest the grapes slightly earlier than most do, this restrained expression of the overtly floral and rambuncious variety showcases a mouthwatering acidity and a lean fruit profile on the palate.

The 2012 Inception Viognier begins with lush ripe stone and tropical fruit. Apricot and white peach dance on the nose with mango, jasmine and honeysuckle. It evolves into an exotic fruit cocktail with a bright note of anise and candied citrus peel. On the palate, the wine delivers a surprise. All of the ripe aromatics are still found on the tip of the tongue but then subtly transform into refreshing citrus tones. The aforementioned mouthwatering acidity allows the profile of the fruit to sing a different tune. Meyer lemon, pineapple, and persimmon move over the mid-palate and finish with fresh lemon juice, wet stone, and a hint of ginger. The potpourried heat on the finish is complimented with a creamy mouthfeel that lingers long after the wine is gone.

Inception Origin Pinot Noir *2012 Sta. Rita Hills*



Varietal 100% Pinot Noir, Sourced from: La Encantada Vineyard in SRH

Aged in French oak barrels for 18 months. 14 Barrels produced (100% Neutral Oak)

Alc: 14.7%

Tasting Notes:

La Encantada in Santa Rita Hills is one of the first organically certified vineyards in Santa Barbara County. It is also exclusively planted to Pinot Noir. This finnickier varietal prevails particularly well here in part because of its excellent hillside exposure and sandy loam soils. The Inception team specifically called upon this site to showcase the highly prized terroir of Santa Rita Hills.

The 2012 Inception "La Encantada" Pinot Noir of Sta Rita Hills begins with candied red fruit of cranberry and pomegranate. Orange zest and red licorice rise to the forefront with rose pedals and bing cherry in tote. Spice notes of cardamom and cumin casually dance in the midst of a refreshing salty quality, reminiscent of standing beachside on a windy day. A dash of cured meat and brown sugar make a shy appearance inviting you to partake on the palate. The bright fruit flavors remain on the first sip but become fleshy and more tart. Butterscotch and caramel coat the fruit leaving an impression of richness and indulgence alongside dried savory herbs. Though indulgent, this Pinot Noir offers finesse and a refreshing acidity that carry the sweet and savory notes. It is a wine that pairs with a wide variety of dishes, but can also be successfully drunk by itself.