



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**
Texans Helping Businesses & Protecting Communities

PRODUCT REGISTRATION CERTIFICATE FOR WINE

Date: March 19, 2021

Label Certificate Number: 1112699

Pursuant to the application of : MCPHERSON CELLARS

Holder of permit/license number : G668860

Brand : 32 PARALLEL RED WINE BLEND TEXAS HIGH PLAINS
Fanciful Name : N/A
Vineyard : N/A
**Class : RED WINE BLEND: CINSAUT, CARIGNAN, MOURVDRE, SYRAH,
GRENACHE**
Vintage : VV
Appellation : TEXAS HIGH PLAINS
Size(s) : 50ML-58L
Stated Alc. Content : 13.8% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 21042001000055

are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA to be obtained, new Texas product registration will also be required.

The certificate issued for this product is for use on containers having the same capacity as represented hereon.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the label herein approved, or the contents of such container, to conform to the statements and representations made on such label.

APPROVAL OF THIS PRODUCT DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODE AND RULES.

Product Registration

Excise Tax and Marketing Practices Division

Product.Registration@tabc.texas.gov

**c/o MCPHERSON CELLARS
1615 TEXAS AVE
LUBBOCK, TX 79401**



TEXAS ALCOHOLIC BEVERAGE COMMISSION

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FLIGHT REPORT

OUR FOUNDERS, BORN AND RAISED IN TEXAS, FORMED FRIENDSHIPS OVER A SHARED LOVE OF FOOD, WINE, AND TRAVELING THE GLOBE.

ON ONE PARTICULAR ADVENTURE, THEY FOLLOWED THE 32nd PARALLEL FROM DALLAS TO THE HILLS OF ISRAEL WHERE THEY DISCOVERED EXQUISITE AND UNIQUE WINES. UPON RETURNING HOME TO TEXAS, THEY REALIZED THEY'D FOUND A NEW CALLING: TO BRING FINE WINES TO TABLES NEAR AND FAR.

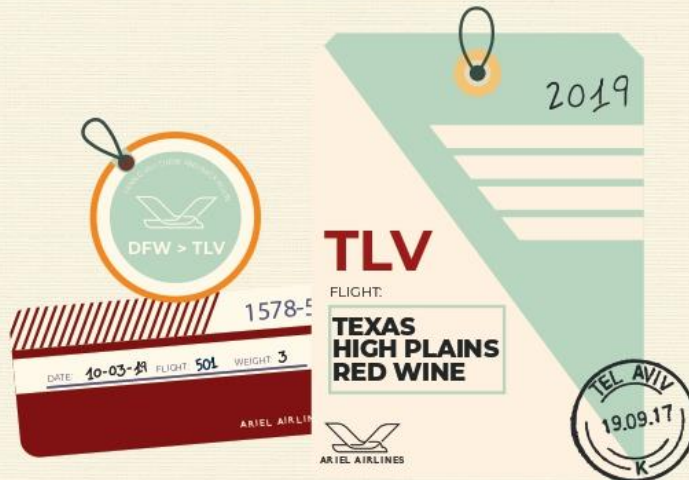
WITH A PASSION FOR INNOVATION AND AUTHENTICITY, WE AIM TO BRING YOU THE VERY BEST WINES AS AN INVITATION FOR YOU TO EXPLORE, SAVOR, AND SERVE AT YOUR TABLES OR WHEREVER YOUR ADVENTURE MAY LEAD.



ARIEL AIRLINES

ParallelRED

32 PARALLEL



Growing near the 32nd parallel in the Texas High Plains are delightful Rhône-style varietals that thrive in the cold nights and hot days, resulting in balanced and elegant grapes. This wine was aged in barrel for 10 months and boasts flavors of sweet dark cherries and warm spices. With a medium body and velvety tannins, the result is ripe, red fruit on the palate and a smooth, delightful, and memorable finish.

Blend: Cinsaut 30%, Carignan 29%,
Mourvedre 18%, Syrah 15%, Grenache 8%

PRODUCED AND BOTTLED BY
32 PARALLEL, LUBBOCK, TX

www.32Parallel.com

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

ALC: 13.8% BY VOL • 750 ML • CONTAINS SULFITES