

TEXAS ALCOHOLIC BEVERAGE COMMISSION

2015 A PROPER PINK

69% TANNAT, 31% CABERNET FRANC

Harumph (yet again). Reginald ffrench-Postalthwaite here, reporting on the coloristic culture wars continuing to plague the world of wine, and by extension, Civilization itself. Having had the temerity to set foot outside the confines of my Club and comfy chair, I have duly noted the singular difficulty (especially in the Colonies!) of finding proper wines, be they of the red, white or pink persuasions. Any-hoo, any hue. Crikey Moses, it should not be so bloody difficult (*pace vins de saigner*) to find a proper roseate-tinged, not-necessarily-utterly-random-assemblage-of-odds-and-sods, non-pudding wine, that is to say, a proper pink. Now, I am told that wines of this hue have lately become fashionable,¹ that "real" men, inverted commas, putatively now drink pink. The beastly locution "Brosé" (shudder) has even infiltrated the language of Disraeli, Gladstone and our beloved Winnie! I'll tell you. Some of us "real" men have been in touch with our, shall we say, more leeward side for some time now.

A brief history lesson for young pups: The modern term for a proper red wine derives from the poxy French word, "*clairet*," or light, "clear" wine (*Vinum clarum*, as the Schoolmen would have it), designating a certain style of darkish pink wine much favored in the Middle Ages, not so very dissimilar to the wine you are currently holding in your hands, as you behold the majestic figure of *moi-même*, taking his ease *sur la pique-nique*. Any further questions? Class dismissed! God save the Queen!

Yr. Defender of Antiquity, Propriety and Clairet-y,

Reginald ffrench-Postalthwaite

¹ Perish the thought to ever be thought of as "fashionable."

2015 CALIFORNIA PINK WINE
PRODUCED & BOTTLED BY A PROPER CLARET
WINE CO., KING CITY, CA, USA, EARTH
ALC 13% BY VOL • 750 ML

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. CONTAINS SULFITES

Illustration by Bascove





**TEXAS ALCOHOLIC BEVERAGE COMMISSION
CERTIFICATE OF APPROVAL OF LABELS FOR
WINE**

Date: February 22, 2016

Label Certificate Number: 935699

**Pursuant to the application of : BONNY DOON VINEYARD
Holder of permit/license number : S235861**

**Brand : A PROPER PINK
Fanciful Name :
Vineyard :
Class : TABLE RED WINE - TANNAT/ CABERNET FRANC
Vintage : 2015
Appellation : CALIFORNIA
Size(s) : 50ML-30L
Stated Alc. Content : 13.0% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 15299001000188**

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(s) to be obtained, new Texas label approval will also be required.

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 labels herein approved, or the contents of such container, to conform to the statements and representations made on such labels.

APPROVAL OF THIS LABEL DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODES AND RULES.

**Label Approval Section
Tax Division
Label.Approval@tabc.state.tx.us**

**c/o BONNY DOON VINEYARD
ATTN: WESTAR COMPLIANCE
10130 COMMERCIAL AVE
PENN VALLEY, CA 95946**