

HOOK OR CROOK

CELLARS

RESERVE
MERLOT

Lodi

VINTAGE & APPELLATION

2019 Reserve Merlot, Lodi, CA

COMPOSITION

Merlot, Cabernet Franc, Syrah, Petite Sirah

WINE PROFILE

Notes of cherry, black pepper, raspberry and plum are met with a dash of vanilla and mocha. Rich layers of tannins present with subtle oak notes that lend to complexity on the palate. Consider pairing with grilled flat iron steak with blue cheese butter; roast chicken with thyme; pan seared duck breast with blueberry sauce.

WINEMAKING

We created this Merlot with a delicate approach to winemaking. The grapes steal the show with minimal winemaker intervention. Crafted using new world wine methods, the wine is aged as a blend for ten months on oak.

WINE REVIEWS

Double Gold and 95 pts.

2021 San Francisco Intl. Wine Competition



Highly Recommend and Best Buy: "Aromas and flavors of chocolate-mint, black tea, tobacco and bell pepper with a slightly chewy, vibrant, dry medium-to-full bodied and silky, medium-length finish with moderate oak. A spicy, oaky Merlot for weeknight indulging." – Beverage Tasting Institute, October 2021

ALCOHOL: 13.5% | TA: 6.0 g/L | pH: 3.65 | RS: 5.0 g/L



HOOK OR CROOK CELLARS

— “
BY HOOK
OR
CROOK ...
” —



Ambitiously Dreaming. Bravely Doing. Confidently Drinking.

Hook Or Crook Cellars proudly debuts our expanded brand portfolio of four reds and two whites, all Lodi, CA, appellated. Casual and savvy drinkers alike will brag about this undeniably robust yet approachable wine. An incredible find for consistency, flavor and price, this versatile wine pairs well with homemade dinners as well as decanting for large parties. It holds up against wine twice the price. With chart-topping sales on our first SKU (the 2018 Field Blend), Hook Or Crook is living up to our brand name of creative determination. But there's no resting on metaphors here. We're busy expanding into markets across the U.S. and internationally with a lineup of wines and scores to share. Putting our stake in the ground is what we live for, but it's our relentless spirit to create impressive and affordable wine for which we are most proud. — Allen & Tiana Lombardi, Owners, Thomas Allen Wine Estates

Highly rated. Appellated and under \$12/bottle. Inviting and easy to drink.



Double Gold:
2019 Merlot Lodi



2019 Chardonnay Lodi, 90 Points: 2018 Cabernet Sauvignon Lodi
92 Points: 2018 Field Blend Lodi



90 Points: 2018 Cabernet Sauvignon
Napa Valley



Gold: 2018
Old Vine Zinfandel Lodi