



CURE SERIES ZINFANDEL

2013 Charles B. Mitchell Vineyards

RELEASE DATE

November 2015

APPELLATION

El Dorado

VARIETAL(S)

Zinfandel

ALCOHOL

14%

RETAIL

\$19

WINEMAKER'S NOTES

This 2013 El Dorado Zinfandel is part of the Cure Series, a new collaboration between Charles B. Mitchell Vineyards and Cure Breast Cancer, Inc. in support of breast cancer research.

The Cure Series was inspired by Dr. Ernie Bodai and his amazing contributions to breast cancer research through the Breast Cancer Research Stamp, the first fundraising stamp in the US. Since Dr. Bodai created the Stamp in 1995, it has sold over 980 million units and raised nearly \$81 million for breast cancer research.

Cure Series labels feature the outline of the Stamp, which depicts Diana, the Roman goddess and protector of women, reaching behind her head and pulling an arrow from her quiver to fend off an enemy. The image of Diana reflects the same position that a woman assumes for a breast self-exam and mammography.

Winemaker Charles B. Mitchell believes that if postage stamps can create so much good, then something as beloved as wine can have an even greater impact. It is our hope that this new collaboration can produce a similar effect in the fight against this disease. Charles B. Mitchell Vineyards will donate thirty percent of the proceeds from all sales of the Cure Series to Cure Breast Cancer, Inc. to help fund research and education efforts.

CHARLES B. MITCHELL VINEYARDS

Charles B. Mitchell Vineyards embodies the pioneering spirit rooted in Sierra Foothills history, producing an array of innovative wines that include 12 unique, vineyard-designated Zinfandels. Inspired by classic Americana culture, the winery offers guests an adventure in the Sierra Foothills that features private vineyard walks, barrel tastings and endless culinary enjoyment.