

## Sin Zin - the real story ...

Early on we grew Zinfandel and sold the grapes to other wineries. In 1978 Hank Wetzel noticed some Zinfandel grapes on our hillside vines that ripened well after the pickers had finished.

Frugal winemaker that he was, he mentioned this “free” crop one evening to the rest of the family. The family picked the grapes, crushed, fermented and aged the wine in the adobe.

When it came time to bottle and label the wine, family friend and employee Dennis Hill browsed through an old art history book

and found a 17th German etching, titled “Des Knabben Wunderhorn”, “The Horn of Plenty”. Katie Wetzel Murphy thought the image looked perfect for a wine label, and the bacchanalian character inspired her to name our rich and robust wine - Sin Zin. That first vintage of 1978 Sin Zin was bottled and given out to family and friends.



Sin Zin quickly gained cult status among those lucky to receive a few bottles. The wine was so popular, that in 1980 we produced 1,000 cases of Sin Zin. Like most zins of that era, the early vintages of Sin Zin were big, bold and brash.

Between 1984 and 1988 we bottled the wine under our Estate label instead of the Sin Zin label and the wine evolved to a more elegant style. Our customers loved the wine, but rebelled and cried out for the return of the original Sin Zin label.

We listened and in 1989 Sin Zin returned with a revised version of the original label. Ten years later in 1999 we added color to the black and white image and brought the illustration to life with rich earthy hues. The full color label was released in 2002, twenty five years after our historic first vintage. More recently we celebrated 35 years of Sin Zin with a return to the look to our original label style with the release of the 2012 vintage. In 2018 we honored the rich history of the wine with a return to the full color label and the addition of the Sonoma County Sustainable Winegrowing logo to the back label.

While the label has changed, Sin Zin continues to honor the history, tradition and excellence of Alexander Valley Vineyards. Sin Zin is the original California classic - what's in your glass?



*Our family creates wines of distinction for everyone.*

Healdsburg - Sonoma County - California

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