

RED BLEND



ABOUT

- Pessimist beautifully encapsulates our defiant and rebellious spirit. Although along our journey our cup may have looked half empty, this was not because we were down and out. This was because we were drinking in everything life has to offer, savoring every drop, and striving to create something extraordinary.
- With Pessimist, we wanted to create a wine so deliciously different that your cup is perpetually half empty. A wine that elevates your expectations with every single sip.

APPELLATION

- Paso Robles, CA

ALCOHOL

- 14.9%

VARIETAL COMPOSITION

- 76% Petite Sirah, 12% Zinfandel, 10% Syrah, 2% Lagrein

TASTING NOTES

- Powerful and intensely aromatic out of the glass, presenting fragrances of blueberry, boysenberry and black plum

- **Pessimist by DAOU has an average BTG \$13 and avg Retail is \$20-\$25 = Value to Guests**
- **NAP: \$12.60**
- **Available in 375ml: NAP \$8.00**

Top 10 BTG Red Blend Trends

(Last 965 Days, Locations, Source: Somm a.i)

Rank	Brand	Avg BTG Price
1	Pessimist by DAOU Vineyards	\$14
2	Conundrum Wines	\$12
3	Braulio	\$13
4	Carpano	\$10
5	Averna	\$11
6	Leviathan	\$20
7	Prisoner Wine Company	\$15
8	Locations	\$13
9	Marietta Cellars	\$10
10	Beso del Sol	\$6



92pts
Wine
Enthusiast

