



The People's Zin California

The People's Wine Company is Bowler's private label dedicated to bringing inexpensive, well-made wines to the marketplace and to making a difference by donating 100% of the profits to social causes. A value wine that has values... or like the label says: "Good Wine, Good Cause".

To date, the People's Wine Company has distributed over \$123,000 to various organizations including Amnesty International, the Coalition for the Homeless, Southern Poverty Law Center, and Farm Worker Justice.

DB5086-17

The People's Zin 2017 12/750

Rich and ripe with that classic Zinfandel spiciness; layered with flavors of dark fruits and black pepper, this is a versatile food wine that will pair well with full flavored meals such as grilled meats, pizza or spicy dishes.

TECHNICAL SPECIFICATIONS

Source: A blend of several old vine vineyards in Lodi

Aging: 1 year in neutral oak

Alcohol: 13%