

pureCru Napa Valley began as what Cosentino refers to as “a winemakers wine project,” and has evolved into a venture that takes Cosentino back to his roots.

“I had been reminiscing about a small, hands-on entity where I could do it all myself again, like I did in the beginning,” said Cosentino, who founded Cosentino Wine Company in 1980 and where he still makes numerous award-winning wines.

Cosentino initiates pureCru Napa Valley with the release of pureCos, a 2006 blend that doesn’t necessarily conform to the mainstream wine industry.

“While I love Bordeaux blends, I wanted to make a wine that doesn’t fall into the normal range of what people think of when they think ‘blend’,” said Cosentino. Inspired by the great wines of the old world as well as the new, pureCos is not a Bordeaux or Meritage or Super Tuscan. Yet it has familiar elements of each.

pureCos is a unique blend of cabernet sauvignon (56%), cabernet franc (19%), merlot (12.5%) and sangiovese (12.5%). “The sangiovese adds what I call ‘the fourth dimension,’” said Cosentino.

pureCru Napa Valley will specialize in a small number of limited production wines. Only 380 cases of pureCos were produced. While Napa Valley will be the company’s primary source for grapes, Cosentino plans to source fruit from other vineyard appellations when it makes sense for the blend.

pureCru Napa Valley also produces limited-production wines with Champion golfer Fred Couples. The first Couples & Co wines, a sangiovese (blended with Bordeaux varietals) and a Napa Valley cabernet sauvignon, are currently being released into the marketplace. A chardonnay will be released in the fall of 2010.

pureCru Napa Valley wines can be found in selected fine restaurants and wine shops, and can be purchased direct at www.purecruwines.com.