



# FUSE

## FUSE WINE

### CABERNET + SYRAH...IGNITE YOUR PALATE!

*A Modern Napa Valley Cabernet*

**FUSE** explodes with the aromas and flavors of a much more expensive Napa Valley wine. The name derives from the inclusion of a significant portion of Syrah, adding an exotic, spicy twist to the blend...igniting the senses! It also refers to the friendship of the partners, whose fusion of passion and experience inspired this wine. The playful packaging reflects our delight in sharing **FUSE** with you.

### OUR PRODUCT

The **FUSE** team works with some of our favorite Napa Valley growers, whose cool climate hillside and warmer valley floor vineyards are planted in an array of clones, spacing and exposures. The winemaking takes the “Old World” tradition of blending Cabernet Sauvignon with other Bordeaux grapes and combines it with a “New World” twist by adding Syrah instead. Not only do they “play well together”, but the result is a more interesting wine that offers a broader range of aromas and flavors.

### OUR PHILOSOPHY

At **FUSE** Wines, we strive to make a Cabernet Sauvignon using only the best fruit in the Napa Valley. The goal is to make a wine with concentrated fruit flavors and good acid balance. By producing a wine with these complex attributes, we can bottle a wine that has early accessibility, but also has the potential to age in the bottle for years to come.

Our philosophy for the **FUSE** Cabernet Sauvignon is to take the traditions of the “Old World” style and give it a little “New World” twist by adding Syrah instead. The result is a more interesting wine with some very complex aromas and flavors.

We are dedicated to making the best possible Cabernet Sauvignon and it shows in the bottle. Each step of the farming and winemaking process is undertaken with the great care and attention usually lavished on much higherpriced wines. Enjoy now or age for another ten years. This is what we strive for in a great bottle of Cabernet Sauvignon.

### ON CABERNET SAUVIGNON

The **FUSE** wine making program shows off the beauty of this unique blend bringing together two “Old World” grape varieties in a modern style. Techniques for maximum flavor extraction for both varieties include cold soaking, extended maceration (25 -35 days) and frequent pumping over the grape must. This is done to create a heightened sensory experience from this fusion of cabernet + syrah producing a fine balance of fruit and tannins.

Prior to bottling, the Cabernet Sauvignon and Syrah are aged separately in both French and American oak barrels for sixteen months. The barrels are raked a total of three times over the sixteen month period. The medium plus toasted barrels are a combination of French and American oak, selected especially for this blend.

## BIOS

### Michael L. Updegraff

Partner

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While studying chemistry, psychology and business management in Boston, Michael worked through out his college years at Harvard Wine & Liquor. Upon graduating, he immediately jumped into his - beat-up old van and headed west to California, bound and determined to one day run a premium Napa Valley winery. After ten years of working at Sonoma's historic Buena Vista Winery in all areas, from the tasting room to the cellar to the vineyards to sales, he was appointed Managing Director of Swanson Vineyards in Oakville, Napa Valley. After ten years there, he took a job as General Manager of Cliff Lede Vineyards in the nearby Stags Leap District and then Turnbull Wine Cellars back in Oakville.

In 2005 Michael co-founded Updegraff Marketing, where he consults with some of Napa Valley's best wineries. Michael loves being outdoors, whether it's backpacking through the Sierras, walking through the vineyards, or hanging out with his wife and boys in the backyard of their Napa Valley home.

### Denny Hopp

Partner

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Professionally, Denny is a partner in Uniglobe Travel (Western Canada) Inc., a travel agency with 65 independently owned and operated agencies throughout Western Canada. He has been a partner in this venture since 1989. He is also the Director of Breaker Energy, a publicly traded Oil & Gas Company, and is a partner in the G2 Financial Group, an association of professionals specializing in different areas of the financial and estate planning process for high net worth individuals, business owners and executives.

Privately, Denny has always had a passion for food and wine. With this new project, he can finally do what he has always dreamed of...produce a great bottle of wine!

### Greg Karamanian

Partner

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Greg has been involved in the food and beverage industry for over 25 years. His experiences extends from consultant for local restaurants and bars to traveling internationally, providing him a considerably well-rounded perspective. Currently, Greg is involved with investing in oil and gas exploration.

### Thomas O'Neill

Partner

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With over 20 years of experience in the life insurance and financial planning industry, Thomas O'Neill is widely recognized as an expert in his field. His leadership, vision, and ability to continually deliver innovative financial solutions have earned him the trust and respect of both his peers and clientele. Thomas has long been a wine connoisseur, with a highly regarded wine collection of his own. As a wine enthusiast, Thomas is excited to apply his passion to the development of **FUSE** Wines.



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## CONTACT INFORMATION

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