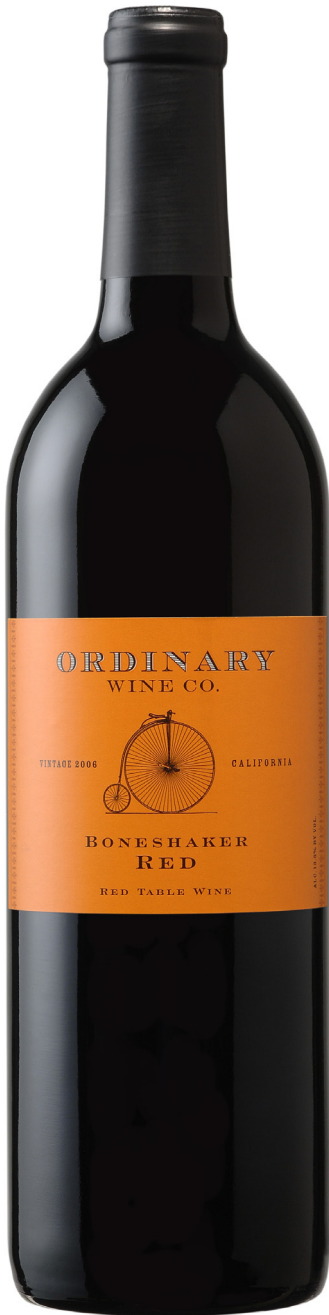


## ORDINARY WINE CO.



*California Premium*

*Why the bike, you ask? The “Ordinary” bicycle (also called a Penny Farthing or Boneshaker) was introduced in the 1870’s and became the enthusiasts’ choice for transportation over the next 25 years. Originating in England, the Ordinary became an American standard when Albert Pope’s Boston factory produced their Columbia brand. In 1884, Thomas Stevens rode from Boston to San Francisco on one. It was an innovative design and no ordinary vehicle. And this, my friend, is no ordinary wine. Balanced, smooth, racy with good traction and a magnificent finish. For the freewheeling wine lover in us all!*

### *Specifics:*

BRAND:  
*Ordinary Wine Co.*

DISTRIBUTION:  
*Regional Private Label*

PRODUCT TIER:  
*California Premium*

APPELLATION:  
*California Appellation*

VARIETALS:  
*Viognier, “Boneshaker Red” blend*

**ADLER  
FELS**  
WINERY

*Premium California Wines Since 1979*