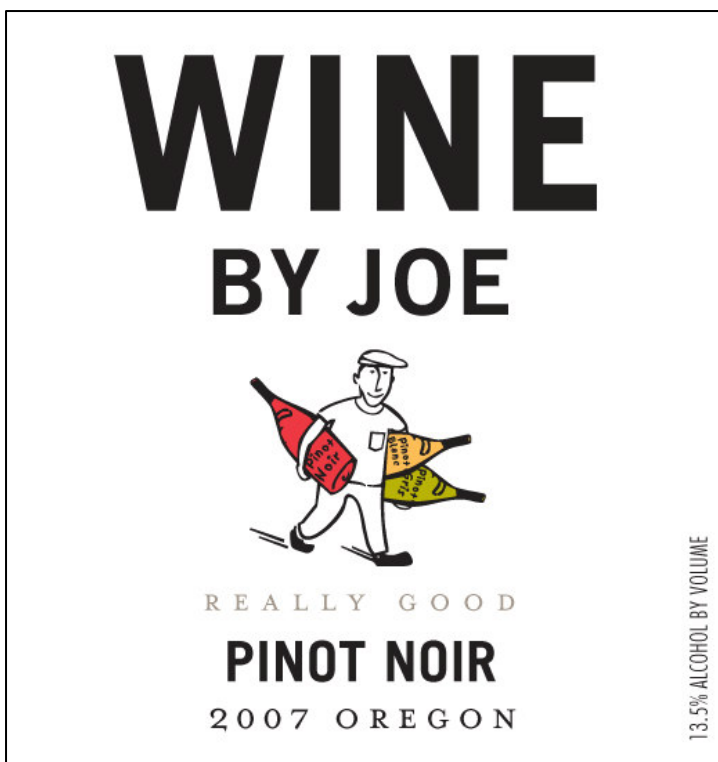




**“Serious Wines Without Attitude”**



My objective with WINE BY JOE is to produce approachable wines that are true to their varietal character. I strive for crisp yet rich white wines and juicy, soft red wines that have complexity & nuance, but are imminently easy to drink. Our labels are simple, cheeky and devoid of any wine-geek speak. So if you want label poetry look elsewhere, if you want “really good” Pinot Noir, then you’ve found it.

Our customers range from novice wine-drinkers who want to experience the typicality of Pinot Noir from Oregon to savvy wine enthusiasts looking for bragging rights to have found the greatest value in Pinot Noir.

WINE BY JOE is a versatile wine that is at home in the finest restaurants, in the park on a picnic blanket, at a friends dinner party, or in the back of a truck at a tailgate party. Wherever you choose to enjoy our wines, we thank you for your patronage.

-Joe Dobbes, Proprietor & Winemaker

**2007 WINE BY JOE “REALLY GOOD” PINOT NOIR**



Vineyard Sources:	Primarily Willamette Valley with some fruit from the Rogue Valley & Umpqua
Fermentation:	Stainless Steel
Barrel Aging:	Yes, French Oak Barrels
Alcohol Level:	13.5%
Titratable Acidity:	5.3 g/L
pH level:	3.60
Residual Sugar:	0.02%
Suggested Retail:	\$19.00
UPC Code:	1 80937 00000 4
Case Dimensions:	13.56x10x11.69
Case Weight:	34.5 lbs
Pallet Configuration:	56cs stacked 14x4