

CINNABAR

WINERY

MERCURY RISING

A History of Excellence

THE INSPIRATION

Over twenty years ago, high up in the Santa Cruz Mountains and deep in the cellars of Cinnabar Winery's estate, there lived a little elf who was mysteriously named "X." Legend has it that X was born on October 9, 1604, when the last supernova occurred in the Milky Way Galaxy. It was said he dwelled in the caverns of a winery in France during the Middle Ages, and he worked in many of the great European Chateaus. In 1988, he moved to Cinnabar's wine cellars in the hills above Saratoga. X was the keeper of a secret—the secret of how to transform rainwater into the most delicious wine in all the land. The little fellow was quite a recluse, so few people ever laid eyes on him, but he often left notes in the cellars with tips about how to make his favorite wines.



One day in the early 1990's, a Wise Wizard emerged from the vineyards and took up residence at Cinnabar. An alchemist who specialized in blending science with nature's magical processes, he worked with our expert winemaker, George Troquato, to help implement X's secrets and orchestrate the creation of spectacular Cinnabar wines. In 1996 they created a special red wine blend in honor of X called "Excellence." This blend eventually became the Mercury Rising we know and love today—changed in name but still excellent in nature.

THE NAME

The name Mercury Rising stems from the chemical makeup of the mineral Cinnabar, or mercury sulfide. Cinnabar is the purple-red ore of mercury, which is a liquid metallic element commonly known as "quicksilver." In ancient times, alchemists believed they could miraculously transform base metals into silver and gold with the help of the mineral Cinnabar, so it was highly coveted by medieval nobility. Time has proven them wrong, but today, Cinnabar's Mercury Rising continues to be highly coveted by wine lovers far and wide.

THE WINE

Mercury Rising is deep in color, with supple tannins and a rich mouthfeel. It has always been a Cabernet-based wine blended with varying amounts of other varietals such as Merlot, Syrah, Cabernet Franc, Malbec, and Petit Verdot. We select each varietal for its distinctive qualities, and carefully source them from different appellations, including Paso Robles, Southern Monterey County, Lodi, Sonoma County, and Lake County. The varietals are fermented separately before they are blended together and barrel-aged to harmonize the wine's structure and flavors. The final product is a luscious blend with layers of complexity that reflect the diverse sourcing and varietal makeup.

THE INNOVATION

Mercury Rising was created long before red wine blends became popular. Back when Cinnabar released its first vintages, many retailers did not know where to place the wine on their shelves, as the Meritage or Red Wine Blend categories had not yet been created. Twenty years later, many retailers now feature a whole section dedicated to red wine blends—a testament to Cinnabar's visionary winemaking!



Today, Mercury Rising is proudly offered at many boutique stores and restaurants, as well as Whole Foods, Safeway, Costco, Beverages & More, Lunardi's, and New Leaf Markets. Though our little cellar elf X did not follow us to Cinnabar's tasting room in Saratoga, he would most certainly be thrilled with the evolution and longevity of his special wine.