

CHRONIC CELLARS

PASO ROBLES, CALIFORNIA

The legend of Chronic Cellars dates back to 2004 on the rolling hillsides of Paso Robles when winemaking skill was met with wit and humor. The idea of our founders: use the very best – or ‘chronic’ – grapes to make killer wine. Ever since, Chronic has been committed to making deliciously bold wines for those looking for a little dose of adventure.

Partnering with some of the best grape growers in Paso Robles, Chronic has built an epic network that allows Winemaker Kip Lorenzetti to select just the right grapes for our blends and varietals. Twenty years later, with an arsenal of awards in tow, Chronic’s philosophy of wines with character lives on.



CHRONIC CELLARS

PINK PEDALS



ENERGETIC • BRIGHT • REFRESHING

APPELLATION Paso Robles

VARIETAL BREAKDOWN Grenache

ABOUT Pedaling along with rose petals in her hair, Rose doesn't sweat the small stuff. She just enjoys the ride.

TASTING NOTES Lace up for fresh watermelon and rose petal aromas that float on the breeze. Then, coast towards lively flavors of wild strawberries, peaches and a dollop of bright citrus and cranberry. This is a rosé that stays true to style and lets you ride along nicely.

WINEMAKER Kip Lorenzetti

WINEMAKING Our Pink Pedals Rosé is sourced from select vineyards on the eastern side of Paso Robles and aged for approximately 5 months in stainless steel.

AGING: Stainless steel fermented

ALCOHOL* 13.5%

HISTORY OF ACCOLADES

100 POINTS, Double Gold, Best of Class, Best of Show Rosé, *Sunset International Wine Competition*, v2019

CHRONIC CELLARS

PURPLE PARADISE



SAVVY • RAD • SCRUMPTIOUS

APPELLATION Paso Robles

VARIETAL BREAKDOWN Zinfandel, Petite Sirah, Syrah, and Grenache

ABOUT Pull up a hammock and catch a lucky break with Purple Paradise. He reminds you to just roll with it and never say no to a beach side getaway.

TASTING NOTES Paint your paradise purple with this Zinfandel-dominated blend that bursts with juicy blackberry, dark cherry and enchanting whispers of mint and mocha. Alluringly deep and dark in color, the wine paints the perfect scene for balanced acidity and mild tannins that float on to a blissful finish.

WINEMAKER Kip Lorenzetti

WINEMAKING Purple Paradise is sourced from multiple vineyards and districts throughout Paso Robles, creating a truly unique blend, made with character.

AGING* 8 months on French oak

ALCOHOL* 14.7%

HISTORY OF ACCOLADES

92 POINTS, *Tasting Panel*, v2021

91 POINTS, *Wine Enthusiast - Editors' Choice*, v2020

CHRONIC CELLARS

SOFA KING BUENO



COMPLEX • OUTSPOKEN • QUICK-WITTED

APPELLATION Paso Robles

VARIETAL BREAKDOWN Syrah, Petite Sirah, Grenache, Tannat, and Mourvèdre

ABOUT Not one to shy away from a good joke, Sofa King has wit and confidence for days - she knows she is just so Bueno!

TASTING NOTES Tip your hat to Rhone Royalty! We've included all the right players in this elegant and savory blend that weaves together a zing of black pepper, luscious black and blue fruits and cool, earthy flavors. Round and full, the scales of acidity are balanced by approachable tannins and a touch of baking spices. Hear, hear!

WINEMAKER Kip Lorenzetti

WINEMAKING Sofa King Bueno is sourced from multiple vineyards and districts throughout Paso Robles, creating a truly unique blend, made with character.

AGING* 10-12 months in French/American oak barrels

ALCOHOL* 14.3%

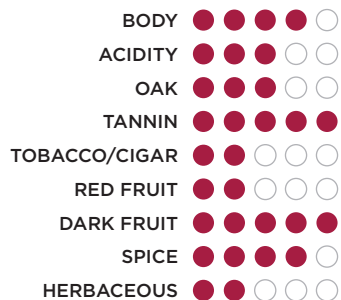
HISTORY OF ACCOLADES

92 POINTS, *Wine Enthusiast - Editors' Choice*, *One of the Best Under \$20*, v2021

*Please note this is a target and may vary by vintage.

CHRONIC CELLARS

SUITE PETITE



FIERCE • FLAWLESS • IRRESISTIBLE

APPELLATION Paso Robles

VARIETAL BREAKDOWN Petite Sirah

ABOUT All class and a little sass, Suite Petite goes after what she wants. Next stop, a spot in the poshest penthouse!

TASTING NOTES You know what you're getting with this sassy lady: Petite Sirah with all its sweet cherry, blackberry, blueberry loveliness. Lingering tannins and traces of fresh cracked pepper and a hint of cigar spice will have you thinking about her long after she's gone.

WINEMAKER Kip Lorenzetti

WINEMAKING Suite Petite is sourced from multiple vineyards and districts throughout Paso Robles, creating a truly unique blend, made with character.

AGING* 8 months on French oak

ALCOHOL* 14%

HISTORY OF ACCOLADES

90 POINTS, *Wine Enthusiast*, v2019

92 POINTS, *Wine Enthusiast - Editors' Choice*, v2019

92 POINTS, *Tasting Panel*, v2019

91 POINTS, Best Buy, *Wine Enthusiast*, v2018

CHRONIC CELLARS

SIR REAL



BOLD • GALLANT • ENTHUSIASTIC

APPELLATION Paso Robles

VARIETAL BREAKDOWN Cabernet Sauvignon

ABOUT Noble to the core, Sir Real does it all for the love of grapes and the winemaking legacy his family passed down to him. It's the quest of always keeping it real, sir.

TASTING NOTES This is the most gallant Cabernet Sauvignon of all the land, Sir Real delivers striking layers of black fruit with a sliver of toasted spice. Unflinching notes of ripe plum and bright cassis lead the way to a rich backbone of harmonious tannin.

WINEMAKER Kip Lorenzetti

WINEMAKING Sir Real is sourced from multiple vineyards and districts throughout Paso Robles, creating a truly unique wine, made with character.

AGING* 8 months on French oak

ALCOHOL* 13.8%

HISTORY OF ACCOLADES

92 POINTS, *Tasting Panel*, v2021

92 POINTS, *Wine Enthusiast*, *One of the Best Cabs Under \$20*, v2021

93 POINTS, *Wine Enthusiast - Editors' Choice*, v2020

95 POINTS, GOLD VALUE AWARD, *Decanter World Wine Awards*, v2020

92 POINTS, *James Suckling*, v2022

CHRONIC CELLARS

SPRITZ & GIGGLES



PLAYFUL • FUN-LOVING • BUBBLY

APPELLATION California

VARIETAL BREAKDOWN Chardonnay, Pinot Noir

ABOUT A little Spritz can give you the best kind of Giggles.

TASTING NOTES Spritz your senses with refreshing aromas of citrus and a hint of apple. Then Giggles as crisp effervescence hits the tongue with notes of ripe peaches, freshly baked bread and hints of pear that have you feeling tingly all over.

WINEMAKER Kip Lorenzetti

WINEMAKING Spritz & Giggles is sourced from multiple vineyards throughout the Central Coast, creating a truly unique wine, made with character.

ALCOHOL* 11%

HISTORY OF ACCOLADES

90 POINTS, *Los Angeles International Wine Competition*, NV

