

## California's Wine Hooligans Assembles Premium Stable Led By Cycles Gladiator

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also includes a Margarita vineyard Cabernet at \$25, straddles that range, and is riding a wave of interest in Paso Robles Cab. "For a big category, I've been shocked at the growth

*"In total, Carroll tells SND the Wine Hooligans range will be between 125,000-150,000 cases this year. Within five to seven years, the veteran wine executive is targeting 500,000-700,000 cases."*

up in price by about a dollar, to \$10.99, since the changes, which were implemented earlier this year. A similar rejuvenation project has been conducted on the Stephen Vincent brand, made by La Crema founder Bob Goyette, which has been reconfigured and changed to a Sonoma appellation.

Rounding out the Wine Hooligans stable are two new brands developed with Christian Tietje, who sold his Four Vines label to Purple Wine in 2010. The first, Sea Monster (\$25), includes a Santa Barbara-sourced Chardonnay and Sauvignon Blanc, as well as a dry white blend from the Central Coast called Octopussy. Sea Monster has done well at the \$13-\$15 by-the-glass level on-premise, Carroll notes. The second Tietje project, 3-Ball, is a tri-appellated Zinfandel blending fruit from Sonoma, Paso Robles and Amador County. Zinfandel consumption has remained roughly flat since 2010, according to Impact Databank, and Carroll acknowledges that the segment represents "a tough game" currently. Still, he says, the varietal isn't really suffering in the market, "it's just that they call it a 'red blend' now."

