



[Daily Wine](#) August 4, 2015

Daily Wine: 2013 Allure de Robles

In all honesty, not much was expected from a wine we purchased for just \$5.99 at Trader Joes. But don't let the price fool you, this is an incredible value wine, probably the best under \$7.00 wine we have tried to date.

This Rhone style red wine comes out of [Rabbit Ridge Vineyards and Winery](#) in Paso Robles. This wine is a combination of a blend of Grenache, Syrah, Mourvedre' where the Syrah is the prevalent grape on the tongue. The first smell reminds me of walking into a local flower shop but the taste is blackberry and spice. Lots of pepper. It's really easy to drink.

For those of you buying wine on a budget, this is worthy of buying a case just to have around the house. A perfect middle of the work week wine or purchasing for a party on a budget. No complaints on this bottle as this does not drink like a \$6 bottle of wine and is very impressive for the price.



4-Bottles = Highly Recommended!

For more information:

Rabbit Ridge Winery

1172 San Marcos Road

Paso Robles, CA 93446

You may also visit them at <https://www.allurederobles.com/>

About Rabbit Ridge Winery

The creation of Allure de Robles wines was a lifelong dream of Winemaker Erich Russell. As a young teacher in Southern California, Erich and three other members of his wine tasting group would take trips in his Ford Econoline van to one of the two original Trader Joe's stores on National Avenue in Los Angeles or the Santa Ana Store to find the best wines for the price.

Erich and his friends would purchase a couple of interesting wines and go back to the van in the parking lot and taste them to find their favorite. Once they selected what they wanted, they would go back in to the store and buy cases, which almost always were Cote de Rhone wines!

As teachers, Erich and his friends wanted wines that had tons of flavor, but were reasonably priced. All of his friends were also athletes, so they started a game of basketball where the loser had to supply the bottle of Rhone wine. Erich became a very good basketball player due to this game and was named to the All City Team for four years in a row.

The First vintage of Allure was made in 1989. It was produced from grapes grown in Napa, Sonoma and Mendocino. It was a nice wine, but not what Erich was looking for.

It was only when Erich moved to Paso Robles, on the Central Coast of California, and planted his vineyard, that he realized Paso Robles was indeed the Rhone Region of California. From this area of California, Erich knew he could produce the style of Rhone wines that he loved when he was young. As of that day, the wine was renamed: Allure de Robles.

Allure de Robles Rhone Style Red Wine is composed of Grenache, Syrah and Mourvedre', as well as other grapes for complexity. Allure de Robles Rose' is composed of mostly Mourvedre' and is co-fermented with Grenachce and Syrah in the true "Bandol Style" that is dry and crisp.