

#####ANTI- WINE MANIFESTO#####

I can hear the death rattle of our industry when salespeople peddle wines made and re-made in the same style, over and over. When their labels lie about what's inside their bottles; when they hide the fact that their "old world" bucolic product is made in a lab, not a winery. I hear it when they glorify classism, pretending that customers own a cellar to age wines for decades, when in truth we buy a bottle to drink tonight.

I have worked around the world and watched my peers follow a soulless path. I've seen countless winemakers decay, and move from honest passion to numb deception as they are taken over by one-making hubris. I have observed a systemic trend of settling on making boring wine and then relying on expensive marketing and unquestioned tradition to hawk it.

My goal with this project is to be free from the affectations of an industry I can no longer respect. These wines follow no formulae. They are blended between vintages in order to take the best traits of each. I regard red and white varietals as equals, and I intermix them with no interest in what is "sellable".

Anti- makes no attempt to honor a "sense of place" because I believe words like "Napa" or "Paso Robles" or "Mendocino" have long been corrupted by lazy vintners, pursuing the exact same style; effectively ignoring their touted terroir. My only guiding philosophy is the conviction that I must make decisions that better the whole, and disregard Old Man Rothschild and his blind followers.

These wines drink well now (because they must), push stylistic boundaries (because I must) and ignore conventional wisdom (because "wisdom" honors lies and mimicry.)

I can take what I want from this industry, but I will leave every dishonest scrap behind.

-J.B. Lamarck
Winemaker & Proprietor,
Anti-Wine

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