

THE WONDERLAND PROJECT

‘As both a sommelier and a distributor/importer rep, Matt Ahern fixated on price-to-quality as the ultimate measure of a wine’s worthiness. His Wonderland Project is devoted to the idea that inexpensive wine can also have real personality of place.’

-Master Somm Ian Cauble

Year Founded: 2010

Region: Sonoma County

Winemaker/Owner: Matt Ahern

Cool Fact: The label for ‘Two Kings’ Pinot Noir is a reproduction of many of Basquiat’s famous Crown Paintings.

-Organic, Sustainable-

The Wonderland Project was founded by bootlegger and former sommelier, Matt Ahern. After years of selling wine to elite restaurants in the Western US, Ahern realized that there was something missing from most wine lists: a high-quality wine made from high quality fruit, with enough refinement for the most discerning palate at an accessible cost. In 2010, unable to find just the right wine to fill this niche, Ahern decided to make it himself and with the help of pedigreed Sonoma grape growers, he did just that.



2022 The White Queen, Sonoma County



D’anjou Pear · Honeysuckle · Lemon Zest

The Chardonnay grapes for this wine come from three different vineyards in Sonoma, all within a two mile radius of one another: Eegan Vineyard, Kiser Vineyard, and Ceja Vineyard. These vineyards sit on a combination of Zamora and Huichica Loam soils. **Sustainable!**

Grapes were hand-harvested and pressed upon arrival at the winery. Wine fermented and aged in French oak barrels and stainless-steel tanks. Malolactic fermentation was arrested to retain fresh acidity in the final wine. Wine was racked and aged for 6 months prior to bottling in March 2022.

2022 Wonderland Ranch Orange Wine, Mendocino County



Apricot · Golden Delicious Apple · Granite

100% skin-fermented Chardonnay. Organically farmed Wente Clone Chardonnay from The Beto Vineyard in Redwood Valley, Mendocino County. 100% destemmed berries went into one open top stainless-steel tank. Grapes were punched down two times per day throughout fermentation. After 21 days of skin contact, grapes were pressed. The wine aged in stainless steel for 6 months prior to bottling. **Organic!**

2022 Wonderland Ranch 'Elvis' Rosé, Mendocino County



Strawberry · Raspberry · Orange Blossom

100% Syrah from the vineyards at Marsh Creek (Contra Costa). 100% whole cluster press after foot treading and 2-hours of skin contact. Fermented and aged in stainless steel for 6 months prior to bottling. **Sustainable!**

2022 Two Kings Pinot Noir



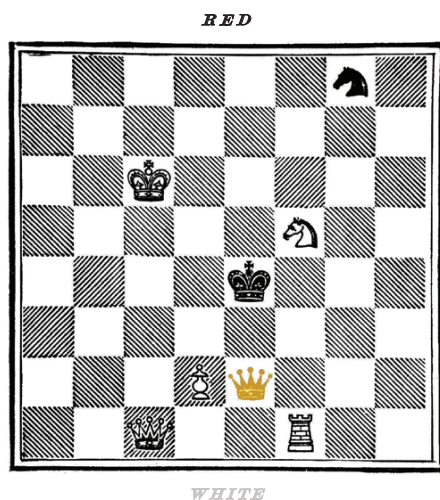
Bing Cherry · Chaparral · Assam Tea

A mix of four vineyard sources for the 2022 vintage coming from the reaches of Sonoma County in the Carneros, Sonoma Valley, and Sonoma Coast AVAs. A mix of Pinot Noir clones planted in the Los Chamizal, Leveroni, Gloria Ferrer, and Robledo Vineyards. Harvested between August 26th and September 9th. The grapes were fermented in stainless steel open top tanks with anywhere from 0 to 100% whole cluster inclusion, depending on the lot. The wine was aged for 6 months in 100% neutral and bottled on April 24th, 2023. **Organic!**

"If you're looking to elevate the by-the-glass program in your home, this is a fantastic place to start!"

– Master Somm Ian Cauble

2020/2021 N°9 Cabernet Sauvignon, Napa Valley



“There’s not much to say other than this: Today’s rapturous, boutique mountain Cab from Napa Valley’s Atlas Peak is perfection—a must-have.”

-Master Somm Ian Cauble

100% Cabernet Sauvignon. On a west-facing slope, above the fog line, on the northern ridge of the Atlas Peak AVA, we farm Cabernet Sauvignon clones 412, 4, 8, and 337C planted mostly to rootstocks 3309C and 1103P. The soils here, Hambright and Guenoc, are dominated by red volcanic material with lots of flat rock, providing exceptional drainage to the hillside vineyard. Harvest began on September 10th 2021. The grapes were fully destemmed and fermented in stainless steel tanks for up to 29 days. After pressing, the wine was aged in 70% neutral and 30% new French oak barrels for 18 months before bottling unfiltered and unfiltered. **Organic!**

‘One of the most objectively delicious, authentic, and underpriced Napa Cabernets of the year. Equipped with top vineyard sources and the philosophies of old-school California (clean farming; low intervention; affordability), this boutique label has spent the past decade planning a calculated series of advances, and today’s “No. 9” serves as an emphatic

“checkmate” against the premium competition. Explodes out of a Bordeaux stem with lush and classy aromas of ripe black cherry, boysenberry, baked plum, and blackcurrant that are framed by savory tobacco leaf, cigar box, pencil lead, candied violet, espresso, mountain herb, and crushed black rock. Then there’s the palate: Just a hair under full-bodied, it is breathtakingly supple yet firm with layers upon seamless layers of dark fruit and soft minerality. It finishes long with impressive shine and freshness that point towards at least 10 years of positive evolution. Enjoy this stupendous value!’ -Master Somm Ian Cauble