



# Rick's Grape Skinny

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“A bottle of good wine, like a good act, shines ever in the retrospect!”

(Robert Louis Stevenson)

## Wine From the Heart... For the Heart!

### **Colby Red**

This month, for only the second time since I started publishing *Rick's Grape Skinny*, I am choosing to write about a single wine...a masterfully crafted, wonderfully soft and exceptionally flavorful red blend from California



### -- *Colby Red*.

In so doing, I am also imploring you all to go out and buy a bottle or two or three or more of *Colby Red* as soon as you've finished reading this month's *Skinny* ...if not sooner! Wondering why? Well read on my dear friends and wineaux!

### It All Started with little Colby Groom!

Colby Groom was born with a very serious heart valve defect which ultimately required two open heart surgeries by the time he was 10...both of which were accompanied by long and painful recuperative periods. He's now a physically active 13 year old boy who not only has a repaired heart -- but a heart that's chocked full of unquenchable desire and determination to do all he possibly can to foster heart research and cardiac care, especially in children...and he's doing it!

### And How Is Colby Doing That?



Mom Lisa, Colby and Father Daryl Groom

Well, bless his “big ole heart” – Colby had the good fortune to be born into an Australian winemaking family! As a consequence, not long after he was struck with an overwhelming desire to give back and to help raise money for heart research, he rather naturally hit upon the idea of having his Father (and renowned Master Aussie Winemaker) Daryl help him make a special wine whose sales proceeds would be used for just that purpose. Before too long, Winemaker and Father Daryl and Head Cheerleader and Mother Lisa had another Colby on their hands! And so it was that *Colby Red* was born!

During the initial and experimental production of about 50 or so cases of *Colby Red*, the son and father project somehow drew the attention, interest and support of a welcomed, if seemingly odd-bed-fellow, business partner. It was none other than...are you sitting down...Walgreens! Yes...I said Walgreens! You know, Walgreens Drug Stores...where everyone goes to buy wine!?! Yep, that Walgreens...which, with 7500+ stores and a presence in 50 states, makes them the largest drug store chain in the US by the way!

Indeed, curious as that might seem, Walgreens' leadership – bless their big ole wine sippin' corporate hearts -- obviously recognized a noble endeavor when they saw one...and to their everlasting credit, they committed to helping *Colby Red* succeed. They applied their

marketing and promotion muscle to help launch *Colby Red* nationally in January, 2011...and that initial 50 cases is now 20,000 cases...with an unlimited upside!

As Daryl told me in an email the other day, were it not for Walgreens (along with Treasury Wine Estates, their production and distribution partner <http://www.tweglobal.com>), he and Colby would only be making a barrel or two of wine each year and raising about \$500.



Instead, in only 8 months, they've already raised and contributed more than \$100,000, thanks in no small part to the *Colby Red* formula of earmarking for charity 100% of their proceeds after expenses! All of a sudden, the idea of \$1,000,000 and beyond is not as much a possibility -- as it is a probability! Wow!!

All to say that "currently" if you want to buy some *Colby Red* – and I hope you do -- you need to go to a Walgreens! Like Right Now!



Over time, and relatively soon I suspect, *Colby Red* will be made available through a more conventional array of retail and dining venues. Oh...and if you don't see it in your usual haunts...be sure to ask for it...for your inquiries

not only help promote merchant awareness, they also help create and sustain a viable market!

### How Can I Learn More?

Trust me, there's so much more to tell...and so much more to learn...so please make the time and afford the effort to visit the *Colby Red* website – [www.colbyred.com](http://www.colbyred.com) With a glass of *Colby Red* in hand, watch Daryl, Lisa and Colby tell their story...and get ready to be inspired!



## Toast of the Month



*Here's to the future of Colby Red and to the many hearts it may help heal!*

*"The future belongs to those who believe in the beauty of their dreams." ~ Eleanor Roosevelt*



## Wine of the Month

**2009 Colby Red!**

*Fruit-forward, Soft, Rich, & Utterly Delicious!*  
(\$11-\$13)

With carefully chosen California fruit from mostly North Coast Appellations, this splendid blend of French-and-American-oak-aged Cabernet Sauvignon, Syrah, Merlot, Zinfandel, and Petite Sirah is special beyond measure. Not only is it a wine that Aussie Winemaker Daryl Groom – whose enological pedigree includes Penfolds Grange, Geyser Peak and his own Groom Wines – says is one of the best and most enjoyable wines he's ever made...but it's a wine that quite literally is an extension of his son Colby's heart! Grateful for the gift of life and for having had such wonderful medical care during virtually all of his young life, now-13-year-old Colby conceived the idea of making a special wine whose total profits after expenses would be donated to heart-research and cardiac-care interests...nationally. *Talk about a wine from the heart...for the heart!* I know of no other more noble, generous, or inspirational father-son philanthropic undertaking that is more worthy of consumer support! Now go buy some!!

<http://www.colbyred.com> / <http://www.groomwines.com>