

Evolution

By Sokol Blosser

Pinot Noir
Willamette Valley, 2019
1.5L

Hot Brands 2020: The Wines That Defined the Year

Wine Business Monthly

by Erin Kirschenmann
February 24, 2021

"Sokol Blosser Winery 2019 Evolution Pinot Noir: Tradition and Innovation Come Together in Super-Premium Boxed Wine

When the pandemic hit, the team needed a new way to bring the Evolution line to customers. The wine itself would need to be packaged soon, but its final sales destination was unclear. It was Alison's brother, co-president and winemaker Alex Sokol Blosser, who came out and suggested the wine be packaged in box. "I said, 'Are you nuts? We can't put a high-end Pinot Noir in a box,'" Alison recalled. "But we just kept saying to ourselves, 'If great pizza can come in a box, why can't great wine?'"

To read the full article, go to:

<https://www.winebusiness.com/news/?go=getArticle&dataid=241896>

