



The Vice is...

*For the days meant to be dreamt, life
to be lived and work, to be enjoyed.*

THE VICE

The Vice Wine is a Napa Valley luxury wine brand made in small batches. Each batch is crafted from single grape varietals sourced from hand selected vineyards that best express the grape varietal and the region that it comes from. The Vice Wine is a result of passionate labor, sustainable farming, a long expertise of the wine industry and a current understanding of the consumer's wine trend.

The Vice Wine is about as personal of a brand as it gets. Everything is done by the founders. We drive the truck to get our fruit, we crush, bottle, label; we do everything by hand when possible. We design the labels, work the market, and sell the wine.

We believe that the best wines in the world aren't the most expensive ones. We thrive at providing the best quality wine at the best value.

"Celebrating your personal Vice isn't about over-indulgence, but an appreciation for tradition & new practices alike, the process of sharing and of course, the perfect serving as only The Vice can provide."



Top SKUs

The House Cabernet Sauvignon 2021

Fragrance of ripe dark berries, pomegranate molasses and warm cranberry sauce with shades of vanilla and hickory. Lush and lengthy finish, with waves of violet and fresh tobacco leaf.

The House Sauvignon Blanc 2023

Seductive and inviting aromas of spearmint, melon, kiwi and quince. Medium body with persistent flavors of Meyer lemon and ginger with notes of pear, verbena and Italian basil.

The House Pinot Noir 2020

Rose, wild strawberry and dark cherry accent the nose, with a breeze of vanilla and coconut. Pomegranate, dried savory herbs and chocolate lead to a fresh and juicy finish.

Gewurztraminer Orange Wine 2022

Flamboyant bouquet of pink roses and ripe white peach jumps off the glass backed with notes of clementine, passion fruit and lychee. Crisp acidity with a light kiss of sweetness.



Key Selling Points

- Exceptional Napa Valley wines made accessible.
- One of the most diverse portfolios of Napa Valley wines.
- Innovative, approachable, unfiltered, engaged, everyday.



Awards & Accolades

92pts James Suckling The House Cabernet Sauvignon 2021

90pts James Suckling The House Pinot Noir 2020

91pts Decanter Gewurztraminer Orange Wine 2022

