THE NEW POP CULTURE

POPUP is the first chapter of my new wine story. It’s a story of innovation by an American winemaker...a fresh, contemporary, of-the-moment take on one of the world’s most celebrated traditions...wine with bubbles.

In paying homage to the Old World in this New World project, I’m using Chardonnay, the noble varietal of Champagne, and techniques from the greatest sparkling wine regions in the world. Washington State is my home and I stick to my origins in winemaking: single-vineyard, single-varietal, sustainably farmed and native fermented. Pure, and always, 100% Washington State.

Up until this moment, my mission has been HONESTY and COMMUNICATION. And now I add a new chapter of ART and TRADITION. Yes, I’ve embraced color. No more just black and white for me, Mom. From the throwback crown cap that reminds you of the familiar, to the actionable label that suggests what you’ll find within. Delicious, exciting and infinitely pleasant to drink. POPUP is The New Pop Culture.
THE WINE
Generous and defined. POPUP is grown in the limestone soils of Evergreen Vineyard, majestically perched above the Columbia River. POPUP, with its tiny bubbles, expresses floral aromas, honeysuckle, wisteria, Asian pear, golden plum giving way to a rich texture of lemon cream and focused minerality... "oyster shell"? Full-bodied and pure. A wine for the time. And the time is now. - Charles

THE VINEYARD
Evergreen Vineyard, Ancient Lakes (100%): Planted in 1998 by Jerry Milbrandt, the vineyard lies along a stretch of steep cliffs above the Columbia River, in the Ancient Lakes. A cooler site due to river influence, the soils are composed of fragmented basalt, gravel silt, and caliche deposited during ice age floods. As with all of Milbrandt’s vineyards, Evergreen is farmed using sustainable practices. This site produces fruit with sublime mineral character and great acidity, a balance that winemakers adore.

THE FACTS
100% Chardonnay
6.0 g/L Dosage
8.0 g/L Titratable Acidity
3.40 pH
12.5% Alcohol
POPUP FOR LOBSTER
TRADITION
The foundation for my core influence on my labels is found objects and names. My trademark is the idea of communicating what you will find in the bottle. The artwork for POPUP had an obvious direction. The bottle cap is universally familiar. The bubbles show velocity and momentum. POPUP is about immediacy and the present. The cultural phenomenon in today’s Pop-up shops are about the immediate and unexpected. This is my movement. This is POPUP.

When you visit an art gallery or museum, there is always a place card that tells you the name of the piece, who did it, when they did it, and what it is. This is my place card for my work. And my work is wine.
THE CROWN - CAP
The white crown cap signals the immediate and the bold. Freshness and the promise of fizz. A very straight forward graphic element. High contrast in a bold font. P... for POPUP!

THE BOX - DISPLAY CASE
The POPUP case is in a new format that merges the sculptural colorblocking element of modern art with display traditions. Geometric shapes that delivers the cut lines on the POPUP box, when used to display the bottles.
POPUP
FOR POLAROIDS
POPUP FOR PASTA
POPP UP
FOR TWO
POPPUP FOR LIFE
2019 POPUP SPARKLING WINE

TASTING NOTE
Aromatic flawlessness coming forth on a delicate bubble. Lilac, yellow plum, pea vines, creamy and delicious. Tangerine oil, anise, stone and baguette. Mouth-filling, complex and so waiting for you.

ABOUT POPUP
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CURRENT SCORES
90 Points, James Suckling (v2018)
“A fun, easy chardonnay with a fresh, creamy and light frothy texture and a delicious, dry finish. Refreshing and fun with attractive fruit, Crown cap.”

90 Points, Jeb Dunnuck (formerly of Robert Parker’s Wine Advocate)(v2018)
“All from the Evergreen Vineyard and with around 8 grams of dosage, the 2018 POPUP is clean and vibrant, with juicy peach and green all notes balanced by bright acidity. It’s clean, classy, and has a fine mousse and a great finish. Made by the team at K Vintners, drink this undeniably delicious sparkling wine any time over the coming year or so.”

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THE VINTAGE
The 2019 vintage was on the cooler side as it started slow with later-than-usual bud break and continued on to be fairly moderate throughout the year. Some vineyards had issues with an October freeze a bit earlier than usual, but our high-elevation vineyards have great air drainage which allows us to extend the growing season late into October without freeze. This yielded fantastic ripening and some awesome wines with incredible balance and character. Overall, we are excited about the wine produced in 2019, which has brought us more finesse, incredible flavors and lovely balance.
K VINTNERS
SIXTO
SUBSTANCE
VINO - CASA SMITH
B. LEIGHTON
GOLDEN WEST
&
POPUP