

# SLOUCH HAT WINES

## The Meaning of Slouch Hat Wines

Is there anything better than a beautiful bottle of wine after a long day? It's an opportunity to appreciate what you've accomplished – a moment to relax and reflect.

The slouch hat represents our winery as both a symbol of hard work and the gratification that comes from decompressing afterwards, having finally “earned your slouch.” Our hats protect us from the elements while we diligently toil in the vineyard, but once we take them off, that means it's time to unwind. We understand the value in taking a moment and raising a glass to our achievements. The slouch hat is unpretentious, accessible, and embodies an “at ease” frame of mind.

The origin of the brand name comes from Matt Fowler's time in the Marine Corps. For many years he worked to balance the strict, disciplinarian garrison life of the military with the serenity and pleasure of the vineyards. His weekdays saw him in a slouch hat while in the field, but on the weekends he hung it up and escaped to the tranquility of the vineyard. That juxtaposition can be seen in the names of each of our wines, which use military language to unexpectedly evoke a sense of peace.

The style of wine we strive to make embodies this feeling of relaxation. We want a wine with a dynamic character, depth and soul that remains approachable, unpretentious, and delicious. Slouch Hat makes the kind of wine that can hold its own with the finest of meals, yet can also be enjoyed simply while slouching into the couch with the TV on.

