



## LOOK FOR THE STICKER, TASTE THE TERROIR

Starting this season, look for the yellow sticker with the hawk icon on signature bottles of Hudson Valley Cabernet Franc wines. These are authentic, high-quality wines produced by members of the **Hudson Valley Cabernet Franc Coalition**. They represent the unified commitment of local growers and winemakers to define the true character of Hudson Valley Cabernet Franc.

Why the hawk? Hawks are more than a casual visitor to the Hudson Valley, soaring over fields and open spaces, nesting high up in trees that overlook many of the vineyards. They are a sign that a vineyard's ecosystem is healthy and balanced, and in late summer they can even signal the coming of a fruitful harvest!

You can support the efforts of the *Hudson Valley Cabernet Franc Coalition (HVCFC)* by trying and buying wines with the sticker. Learn more about the Coalition and the Hudson Valley's signature grape at: [HVCabFranc.com](http://HVCabFranc.com)