

from Playboy.com : Nightlife : Drinks : Drink to This: JAQK wines

DRINK TO THIS: JAQK WINES

Drink to This

Facebook Twitter + More...

By James Oliver Cury



The Drink

JAQK Wines

The Price

\$19-\$67

The Score

3 stars

The Ideal Setting

Poker night, after the hunt or to bring to a party

The Taste

You don't know JAQK. But why would you? The company is new—it launched in late 2008—and it's not one of those critter brands that lure consumers with cute cartoon animal mascots and super-low prices. This startup comes out of the gates swinging with a different kind of strategy: Clever concept, sophisticated packaging, and a serious range of wines (eight total) from across the California coast.

The company name alludes to the four key cards in a deck of cards: Jack, Ace, Queen, and King. The wine labels get even more playful and seem to riff off guns, gambling, and gallivanting: There's a \$67 High Roller Cabernet Sauvignon (black cherry, tannins, oak, cassis), \$43 Soldiers of Fortune Shiraz (blueberry, violet, pepper), \$36 Pearl Handle Chardonnay (melon, apricot,

good acidity) and, our favorite, the \$25 Bone Dance Merlot (raspberry, cinnamon, sandalwood), among others. None disappoint, though you may want to seek out the ones that don't say "Napa" or "Sonoma" on the label; they're less expensive and come from rising-star regions like Paso Robles.

Note: If you can't find these wines in your local wine shop, consider purchasing directly (assuming it's legal where you live) through their website at jaqkcellars.com where they also sell men's and women's clothes and accessories. Yup, they're JAQKs of all trades.