

crunchy red fruit

Our Philosophy

Wine shopping is overwhelming. When you walk into a grocery store or wine shop you're confronted with hundreds of options. How do you pick a decent bottle? Wouldn't it be nice if there was someone there with you to suggest a few?

Crunchy Red Fruit curates and sends you wines we love to drink. Wines that tell a story. Wines that are different from what's on offer at big box stores.

Most of the wine bought and drank in the US today is made in bulk quantities, using machine-harvested grapes and utilizing heavy chemical intervention in both the vineyard and winery. These wines are full of ingredients that we can't pronounce, and look more at home on a shampoo bottle than on something you're going to drink. That's why we want to show you a better way.

We love small producers who work organically in their vineyards and don't obscure the natural taste of their grapes with chemical intervention in the winery. We work with wineries that are transparent in their process, and are honest about what they create. We believe that this honesty makes for more interesting wines in the end.

We can't wait to share these wines and the stories behind them with you.

- Jackson

