

# Cycles GLADIATOR



WINE HOOLIGANS LLC 980 Airway Court, Suite A, Santa Rosa, CA 95403 (707) 527-7355 [winehooligans.com](http://winehooligans.com)

## About Us

**INSPIRED:** Cycles Gladiator was founded in 2005 with the mission to create high quality, great tasting wines that are accessible to everyone. Inspired by the women's suffrage movement, we drew our name from the 19th century French bicycle manufacturer, the 'Gladiator Company', and honor their iconic art on our wine label.

The red-haired maiden soaring through the sky on her bicycle symbolized the new liberation of women from their homes after centuries of repression.

Bicycles, as Susan B. Anthony praised, literally emancipated women from domesticity, allowing them to travel outside their households to work and vote.



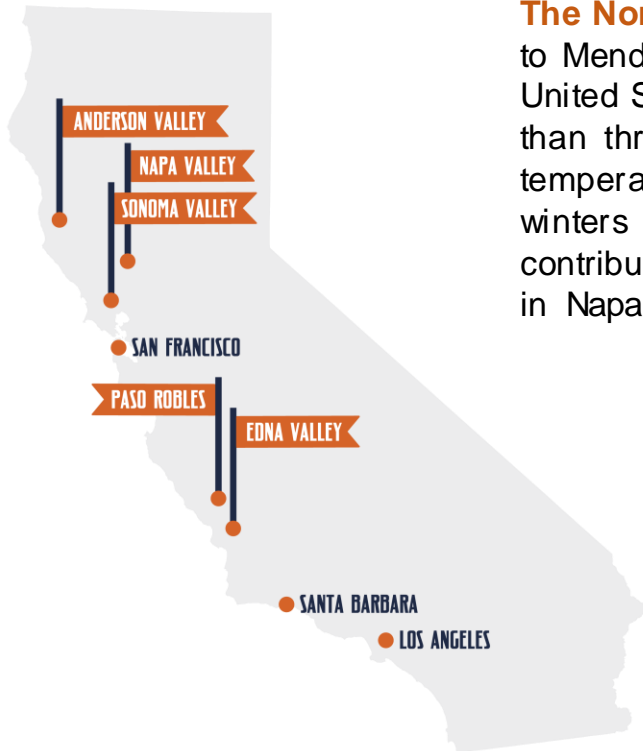
**Over a century later, this powerful artwork still resonates with wine lovers across the country.**

Adam LaZarre, acclaimed and multiple award-winning winemaker, is at the helm, and has been since our beginning. Having lived in Paso Robles for more than twenty years, Adam is extraordinarily connected to his community and the winegrowers in the area. Cycles Gladiator wines continue to benefit from these longstanding viticultural relationships, providing us with access to standout fruit every year.



## California Sourcing

Cycles Gladiator sources from vineyards throughout the North Coast & Central Coast regions.



**The North Coast** is a vast swath of land that stretches north from San Francisco to Mendocino County. Some of the most prestigious winegrowing regions in the United States are found here, including Napa and Sonoma Valley. Covering more than three million acres of land, it's a generally mountainous region. Summer temperatures are significantly lower compared to areas further inland, with milder winters as well. Coastal breezes, morning fog and bright California sunshine contribute significantly to the terroir. Cycles Gladiator sources from vineyards in Napa Valley, Sonoma Valley and Andersen Valley.

**The Central Coast** runs from the Bay Area down to Santa Barbara. It is an immense region of varying topography and climate, with numerous mountain ranges running throughout it, including the Santa Lucia, the Galiban and the Santa Cruz mountains. A large portion of the region is cut through by the San Andreas fault. The years of tectonic activity from the fault line have contributed to a great diversity of soil types, including marine sedimentary, limestone, shale, loam and sandy gravel. Cycles Gladiator sources from vineyards in Edna Valley, Paso Robles and Santa Barbara.



## Empowerment Initiatives

Every year Cycles Gladiator partners with one or more non-profit that supports women's equality and empowerment development. This is the 4th year of our Empowerment Initiative, and we put over \$55,000 to good work during that time. Your support of Cycles Gladiator furthers our mission — thank you!



In honor of the 100th anniversary of women's right to vote in the U.S., Cycles Gladiator sponsored a mural project in Tennessee that brought to life 7 murals by an all-female line up of artists. Read the complete story [here](#).



**DRESS FOR  
SUCCESS**

We have sponsored & participated in fundraisers including hosting a workshop for DFS clients.



Cycles Gladiator sponsored the Women of the Vine & Spirits Foundation in 2021 as we believe education is critical to economic opportunity.



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## Learn More About the Cycles Gladiator Portfolio

*Tech sheets are available on the Wine Hooligans website:*

[https://winehooligans.com/trade/?fwp\\_brand\\_filter=cycles-gladiator&fwp\\_asset\\_type\\_filter=tech-sheet](https://winehooligans.com/trade/?fwp_brand_filter=cycles-gladiator&fwp_asset_type_filter=tech-sheet)

