

LUCKY ROCK

WINE CO.

NAME
Based on one of the goldmines
Aaron and Jesse grew up on
A Lucky Rock is gold or a rock
containing gold

BLUE FOIL

The little rewards of life's
journey- the payoffs
Trust, loyalty, wisdom +
confidence
Calmness + clarity

PAISLEY

Blue collar mentality
+ hard work
Heritage



SNAKE

California native
Found in vineyards + mines
Classic tattoo image
Represents risks taken + constant
renewal of life/transformation

PICKAXE

Our early years were spent on a
rugged goldmine
Reminiscent of a traditional
anchor tattoo
Represents hard work + strength
Adversity

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