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Recently, Sanders got into the production game himself. His own Lost Highway Wine Project - the indie experiment of the viniferous world - has become a personal collaboration with different wine makers to produce rarified cult wines. The public's enthusiasm toward this endeavor has been enthusiastic, to say the least. The waiting list for a case of Lost Highway is almost as endless as the lonely rural Washington State road that was its inspiration.

The future looks ripe for Ronnie Sanders. Already importing to 30 states nationally, he hopes to be distributing in ten more by year's end. Instrumental in this success is his purchaser's demographic: the typical wine buyer is 35-75 years-old. Buyers of VSI wines tend to be in the 25-45 demographic; younger and hip - just like Ronnie.

“Our generation is more into wine than our parents. It has become fun, trendy, and a way to get together to drink and enjoy life. They say there’s a cocktail culture in certain cities throughout the country. I see a vast wine culture emerging and I am happy to be a part of it.”

If Ronnie Sanders appreciates his impact in wine acceptance, then surely, his father would also be proud of his son's accomplishments.

And it all came from that first sip of '82 Bordeaux.

## VINE STREET IMPORTS' RONNIE SANDERS TEN TIPS ON SELECTING WINE

<b>1</b>	Be adventurous. Don't be afraid to try new varietals.	<b>6</b>	Grüner Veltliner is the next hot white. It goes with everything.
<b>2</b>	Find a knowledgeable retailer and trust in his or her recommendations.	<b>7</b>	If you like big California cabs, try Barossa shiraz. More bang for the buck.
<b>3</b>	The same goes for a good sommelier; rely on experience.	<b>8</b>	Portugal is heating up and may become this decade's version of Spain in the 1990s.
<b>4</b>	Pick your wine first then choose the food to pair with it.	<b>9</b>	Don't pick a brand simply because it is high profile. Go for the smaller more interesting labels.
<b>5</b>	In summertime, I have three types of wine you should drink - Riesling, Riesling & Riesling!	<b>10</b>	Don't just drink wine. Learn about it at the same time.