



CENTER OF EFFORT

2012 PINOT NOIR, CENTER OF EFFORT – *Edna Valley AVA*

The 2012 Center of Effort Pinot Noir represents the fifth vintage which we have tended thoughtfully on the journey from vineyard into bottle. Over this span of time we have continued to refine our methods and to sharpen our understanding of this singular place. Our wines are very much a product of our land, of our climate here on the edge of the cool Pacific, and of the people whose shared efforts have come together to bring these wines into being. Our 2012 vintage shows a classic Pinot Noir nose of orange peel and Montmorency cherries. The palate is mid-weight with ripe plum, cocoa dust, and a balancing freshness. Earthy notes of new leather and faint campfire lead into a long finish. To enjoy the fullest aromatic expression, decant up to an hour ahead of service.

ESTATE VINEYARD

The Center of Effort estate vineyard is pitched along south-facing slopes in the western Edna Valley, just 4.5 miles from the Pacific shoreline. The vineyard unfolds along an uplifted ancient dune. The soil is rocky and sandy, in contrast to the thicker clay soils found elsewhere in the valley. The vines achieve natural balance in this ground, with limited vigor and low yields. The lean, sandy soil is ultimately a differentiating factor in our wines, expressing itself with sleek complexity.

The 2012 vintage was nearly ideal for Pinot Noir here in the Edna Valley AVA. Cool, even temperatures prevailed through most of the growing season, with little moisture or disease pressure of any kind. Fruit flowering and set was consistent, making our thinning passes fairly straightforward. Ripeness arrived gradually, and allowed us to set a careful pace of harvest – settling into a steady routine of night picking by hand and early morning processing of cool, high-quality clusters.

WINEMAKING

We aim to craft a Pinot Noir that is true to the vineyard, with a stylistic emphasis on structure, elegance, and complexity. We farm rigorously, on a vine by vine basis, and harvest in sequential passes over an extended period of time. All fruit is picked during the cool nighttime and early AM hours, to ensure that it arrives intact and cold to the crush pad for sorting and processing.

We allow the native yeast strains resident on the fruit and in the vineyard to initiate fermentation naturally and to contribute their own unique signature to the fruit. A multitude of small-lot fermentations are managed entirely by hand – resulting in a varied palette of individual wines from which to select our final blend. Gentle pressing, a long gradual elegeage in new and second-use French oak barrels and careful blending precedes an unfiltered bottling at approximately 20 months of age.

WE EMBRACE THE DETAILED, LABOR-INTENSIVE METHODS THAT ARE REQUIRED TO PRODUCE THE FINEST WINES

VINEYARD

Center of Effort Estate

CLONES

Mariafeld 23, Dijon 115,
Wadensvil 2A. Hand harvested,
15% whole-cluster fermentations

ANALYSIS

TA 6.0 g/l
pH 3.69
Alc. 14.5%

VINTAGE

2012

AGING REGIMEN

35% new, 35% once-filled,
balance older

CASE PRODUCTION

1996 cases of six bottles

HARVEST DATES

10 September - 2 October

