

EFFORT

V. 2013 PINOT NOIR ROSÉ EDNA VALLEY

Our 2013 Pinot Noir Rosé is an elegant, sophisticated 'Vin Gris' manifestation of the red Pinot Noir grape. Pale pink/apricot in hue, with delicate strawberry and melon aromatic cues. Refreshingly crisp on the palate, with watermelon, orange peel and an herbal fennel note.

WINEMAKING

As we hand-sort the best clusters of Pinot Noir from our estate vineyard, the small amount of first-run juice that comes free over the sorting table is immediately collected and set aside for special treatment. After settling for 24 hours, this zero-skin-contact juice is racked to neutral French oak barrels for a native-yeast fermentation which completes in about eight weeks. Lees stirring occurs frequently for another eight weeks. After the New Year, the wine is assembled in tank for finishing and filtration prior to bottling. Malolactic fermentation is blocked, leaving the wine very crisp and preserving the naturally vivid fruit flavors of the grape.

A NOTE ON COLOR

Initially, we wrestled with the temptation to 'retouch' the color of our Rosé to a more brilliant, bubblegum hue. In the end, we were charmed by the ever-so-pale blonde/pink which it arrived at naturally - and so we present it to you with this authentic color.

ROSÉ & SUMMERTIME

Summer and Rosé are meant for each other. Enjoy this wine with all the great moments that this season brings - gathering with friends, light meals and fresh flavors, impromptu picnics, and anything garden grown, or cooked outdoors over an open flame.

ABOUT EFFORT WINES

Effort is the companion label to our limited-edition Center of Effort wines. Each lot of the vintage is crafted in accordance with our vigilant standards of quality, all competing for the crown. However, only a handful of elite lots are ultimately designated for Center of Effort. What remains is our best EFFORT of the vintage. Stylistically, Effort wines exhibit a more approachable, fruit-forward style, bringing diversity and dimension to our portfolio.

*effort ► n. 1. Exertion of physical or mental power.
2. An achievement, as in literature or art. 3. The force or energy that is applied for the accomplishment of useful purpose.*

VINEYARD

Center of Effort Estate
(Edna Valley AVA)

VARIETAL

COMPOSITION

Pinot Noir 100%
Clones 23, 2A & Dijon 115

AGING REGIMEN

16 weeks barrel fermentation
and lees contact, an additional
6 weeks in stainless tanks prior
to bottling

PRODUCTION

372 cases

ANALYSIS

TA 6.8 g/l
pH 3.3
Alc. 14.1%
Residual Sugars: Dry
(2.0 g/l)

