

EFFORT

V. 2017 PINOT NOIR ROSÉ EDNA VALLEY

Our 2017 Pinot Noir Rosé is an elegant, sophisticated 'Vin Gris' manifestation of the red Pinot Noir grape. Washed rose gold in hue, with delicate aromas of watermelon and ripe pear-skins. Refreshingly crisp on the palate, it zings with flavors of candied green apple and wild raspberry.

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

The charming pale blonde/pink hue of our Rosé is a direct result of very careful handling. Nearly clear juice with very minimal tannin or pigment makes for a pure, fresh, and crisp finished wine.

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 flagship 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

AGING REGIMEN

8 weeks barrel fermentation
and lees contact, an additional
14 weeks in stainless tanks prior
to bottling

ANALYSIS

TA 8.0 g/l
pH 3.33
Alc 12.65%
Residual Sugars 2 g/l
(dry)

VARIETAL

COMPOSITION

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

PRODUCTION

300 cases produced

