



PRIM FAMILY VINEYARD

2013 PINOT NOIR

Santa Lucia Highlands

WINERY INTRODUCTION

Wayne and Victoria Prim elevated their passion for wine and took it a step further in 2013 by merging their exceptional Santa Lucia Highlands harvest with the wine making prowess of Rudy von Strasser to create their first Pinot Noir from this region. Prim Family Vineyard has been delivering highly acclaimed and award winning wines since their inception in 2009. With the remarkable harvests and grape sources, Prim Family Vineyard continues to deliver outstanding wines that stand out from the rest and provide the perfect addition to any serious wine collection.

APPELLATION: Santa Lucia Highlands **VINEYARD:** Apex

ELEVATION: 550 to 760 feet **SOIL PROFILE:** Chular Series **SLOPE:** 5 to 9%

VARIETAL: Pinot Noir **CLONES:** Dijon 115, 667, 777, & 4 **ROOSTOCK:** 3309

WINEMAKING

After being hand-picked, the grapes are de-stemmed and whole berry cold-soaked for 48 hours. During the fermentation, the cap is gently punched down two times daily to maximize color extraction and extenuate the fruitfulness. The wine is aged in 50% NEW French oak barrels for 18 months prior to bottling.

TASTING NOTES

This wine expresses red fruits like pomegranate, cranberry, and raspberry. These fruitful elements are accentuated with essences of brown spice and rose pot-pourri. These aromas lead to a forward palate that is plush, supple, and lingering with ripe red fruit flavors and a refreshing acidity.

TECHNICAL DATA

pH 3.54 TA 6.10 g/L RS 0.1 g/L Alc. 14.5%

WINEMAKER

Rudy von Strasser