

#### 2013 “Third Alarm” Reserve Pinot Noir

Russian River Valley

**The Vineyards:**

Cecil De Loach planted these delicate Pinot Noir vineyards in 1973 in the Russian River Valley. Located on the plains and gently rolling hills off Olivet road in western Santa Rosa, this area provides an excellent medium for the coastal fog that blankets our fruit in the mornings and evenings. The cooling moisture facilitates a longer growing season in which Pinot Noir thrives.

**The Winemaking:**

We use old world techniques to make our Pinot Noir in small batches and "punch-down" the fruit by hand up to three times a day. After native yeast fermentation the wine is aged in French oak barrels for up to 11 months to achieve optimum balance and complexity. Our winemaking team taste through each barrel, and only a select few will earn the designation of “Third Alarm”.

**The Wine:**

Our Pinot Noir displays a purple color with aromas of raspberry and vanilla spice. The full cherry palate is accented by a smooth finish of lingering, tart, blueberry-cola and light tannins. This multi-layered Pinot is lovely and rich; able to be enjoyed with a meal or on its own.

**Technical Information:**

**Harvested:** September 9th – 27th, 2013

**Alcohol %:** 14.2 **pH:** 3.46 **Total Acidity:** .67 **Case Production:** 300

**Release Date:** Fall 2013 **Suggested Retail Price:** $38

**Winemaker: Jason De Loach**

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