



#### **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 GROWING SEASON:**

2014 was an exceptionally good year for growing grapes in the Russian River Valley. A gradual heat progression through the growing season, combined with an above average yield allowed the fruit to ripen slowly, ensuring maximum flavor development.

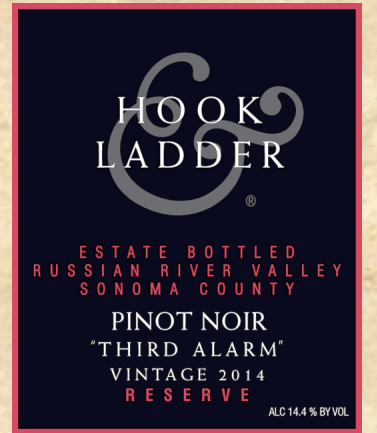
#### **THE WINEMAKING:**

We use old world techniques, whole berries, and whole clusters to make our Pinot Noir in small batches that we "punch-down" up to three times a day. After native yeast fermentation the wine is aged in French oak barrels for up to 10 months to achieve optimum balance and complexity. These Third Alarm Pinot Noir grapes were harvested from The Simeone and Henze vineyards in the Russian River Valley. Each barrel in the 3rd Alarm program is hand picked/ tasted through to meet our reserve quality.

#### **THE WINE:**

Our Pinot Noir displays a velvety garnet color followed by aromas of spicy cherry vanilla and lightly toasted oak and cocoa. The very layered palette throughout this wine leads with strong dried cherry and a lingering finish of fresh strawberry leather and wild blueberry.

Hook & Ladder Winery  
2134 Olivet Road, Santa Rosa, CA 95401  
t.707.526.2255 f. 707.526.9193  
[www.hookandladderwinery.com](http://www.hookandladderwinery.com)



2014 PINOT NOIR  
"THIRD ALARM"  
RUSSIAN RIVER VALLEY

*HARVESTED*

September 6– 20 2014

*ALCOHOL*  
14.4%

*TA*  
.57

*pH*  
3.75

*CASES PRODUCED*

650

*AGING*  
10 months in 100%  
French Oak

25% New Oak

*ESTATE BOTTLED*

June 11, 2015

*WINEMAKER*  
Jason De Loach