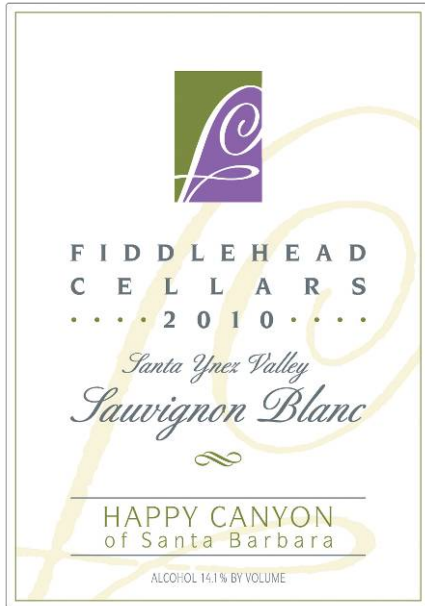


# FIDDLEHEAD CELLARS

## Santa Ynez Valley 2010 HAPPY CANYON Sauvignon Blanc



### KATHY'S CORNER

*The HAPPY CANYON designation signifies both a place and a style. The place, Happy Canyon of Santa Barbara AVA (designated November 2009), is home to six vineyards planted 1996-2001, and is located on the eastern edge of the Santa Ynez AVA. Soils are low in nutrients and are a mixture of loam and clay loam with red and yellow chert and serpentine cobbles. Morning fog lifts to plentiful sunshine, and it is the ideal home to Bordeaux (including Sauvignon blanc) and Rhone varieties. During Prohibition, a simple alcohol was produced in Happy Canyon and legend has it that folks would "take a trip up Happy Canyon" to purchase the beverage...and the name stuck. In the Fiddlehead Portfolio, it is my Sauvignon blanc that marries the varietal essence of the grape with silky textures, much like a Pouilly fumé style of the Loire Valley. It is incredibly versatile; it complements a huge range of flavors and tends to be a crowd pleaser for many palates. It certainly lives up to its name!*

*With cheers! KJ*

### THE VINEYARDS and THE VINTAGE

- A blend of Vogelzang (46%), McGinley (29%) and Grassini (25%) Vineyards, all located in the Happy Canyon of Santa Barbara AVA.
- A prized location for this Bordeaux-based varietal. The warm daytime temperatures shift the awkward "green" character of this varietal into the succulent fruit-based aromatics. In the evenings, the cool ocean-generated fog preserves the crisp acidity that impresses the palate with its vibrancy.
- This vintage had a very cool Spring and Fall with a healthy 30 inches of rainfall (but wonderfully dry in August and September); normal phenology pursued, with bud break the 3<sup>rd</sup> week of March, bloom the 3<sup>rd</sup> week of May and veraison the beginning of August. Cool weather forced 3+ week delayed maturity in many red grapes, but our SB matured over a comfortable two week window.

- Harvested August 28 to September 13, 2010



### THE WINE

- Our signature Loire-styled wine is crafted to highlight the predisposition of Happy Canyon fruit toward fuller, richer wines.
- This wine achieves delicious volume on the palate; it intentionally marries the benefits of varied fermentations: 1/3 in stainless steel to capture the spice of the grape, 1/3 in tight-grain new French oak (Damy) to capture the weight of the grape and 1/3 in neutral French oak to ensure seamless harmony in the wine. The barrel component is aged *sur lies* for 8 months (much like Champagne), and the select tight grain oak adds to the graceful length of the finish.
- This wine is the epitome of seamless; it showcases the minerality from our soils, apricot and pineapple aromatics from our warmer climate with a kiss of vanilla from the traditional incorporation of French oak barrels. Upon release, this wine achieves the perfect balance between fragrance and richness, with neither prevailing in importance. Non-malolactic.
- 1522 cases produced.