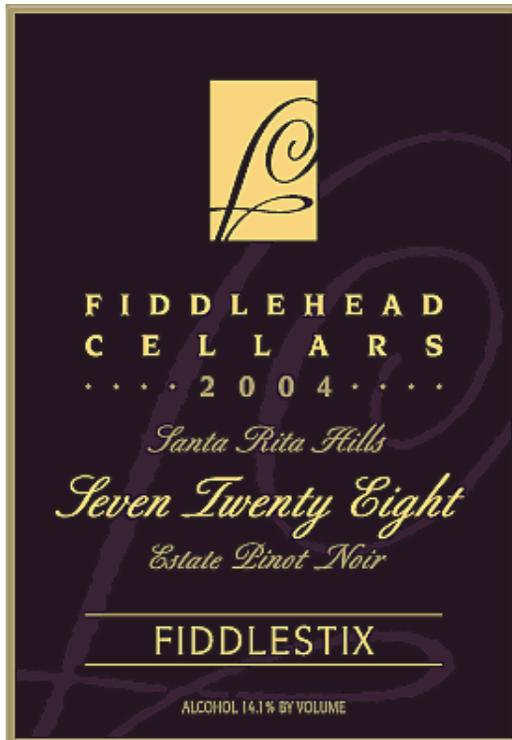


Santa Rita Hills
Seven Twenty Eight

2004 Fiddlestix Vineyard Pinot Noir



KATHY'S CORNER

*The most admired wines reflect their sense of place, their place of distinction, the place that creates their unique and unquestionable personality. At Fiddlehead, my purpose was to find the place where pinot noir was unmistakably pinot noir. This release was made 8 years after purchasing the ground that I believed was indeed a very special place, the place that now lies in the heart of what achieved the AVA Sta. Rita Hills, on Santa Rosa Road, at **mile marker 7.28**. That place is Fiddlestix Vineyard. So this wine logically bears its place name, Seven Twenty Eight, to recognize its "roots", and to give reason to its personality. The winemaking respects this sense of place with non-invasive and non-manipulative winemaking, and with a commitment to creating very special wines beginning with a very special vineyard.*

Kathy Joseph
 Winemaker

THE ESTATE VINEYARD- FIDDLESTIX

- Fiddlestix Vineyard is located on the north side of a tight east-west oriented valley, where fog hovers over our vines until mid-morning, the temperature barely rises above 75, and the coastal breeze blows through the Santa Rita Hills, ensuring cool grapes throughout a lengthy day of sunshine.
- **32 unique blocks** of pinot noir, defined by clone, rootstock and position in the vineyard, are farmed separately, so as to take advantage of their individual contributions to our layered wines.
- 2004 was exciting; it kept the seasoned winemaker from falling into the doldrums when an unusual 4 day heat spike over the Labor Day holiday forced the entire vineyard into ripeness, calling our crews into action "en masse".
- Innovative tools were put into action: dry ice layered into grapes as they were picked to ensure cool fruit, and the first appearance of **night harvesting** at Fiddlestix.
- Harvested: Sept 2-12

THE WINE

- Perhaps our showiest vintage to date: this wine is immediately delicious to the eyes, the nose and the mouth; it's a definite crowd pleaser!
- Cuvée Seven Twenty Eight struts Pinot Noir finesse and vintage concentration all in one pleasurable swallow. Tannins add richness with moderation, ripe black cherries persist in the aromas and flavors, and the acidity weaves itself around luxurious, plush textures. It's round, silky and definitely has **pinot noir sex appeal!**
- A vintage that welcomed the contributions of our new assistant winemaker, Karen Steinwachs, our dear friend and seasoned cellar rat, Emily from North Carolina, and the good spirit of our fellow "Ghetto" Gorillas that shared the challenge of the vintage and many lively lunches under the canopy.



- 2500 glorious cases produced