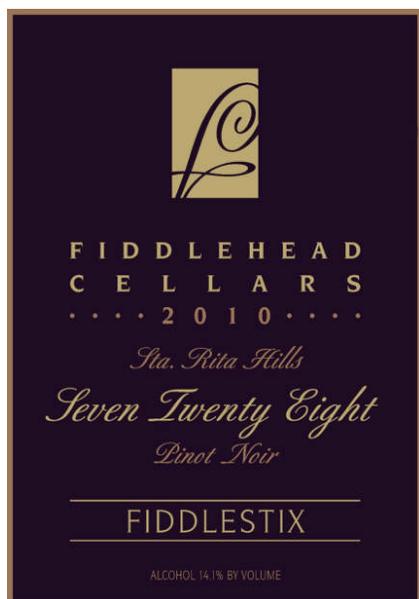


# FIDDLEHEAD CELLARS

Sta. Rita Hills  
**2010 Seven Twenty Eight**  
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. Our 2010 Seven Twenty Eight exemplifies what a pleasure it is to see an ever-evolving vineyard continue into its maturity. The classic hallmark of Fiddlestix Vineyard has always been the tangible interplay between the rich earth, that sensation of dust and wood coming together to form an intense sense of place, and the puncturing bursts of dark red fruit, yet with each successive year the vineyard continues to add alluring tasting aspects. This year was no exception. Through the maturation process of the vineyard, as the vines grow bolder in the clay that populates the soil, and with the continued refinement of the constant care and attention our vineyard management team gives to the land, we better understand what the potential for our 100 acres of Pinot noir truly is. Taste and you shall receive!*

## THE ESTATE VINEYARD and THE VINTAGE

- Fiddlestix - located in the heart of the Sta. Rita Hills on Santa Rosa Road at mile marker 7.28. On the north side of a tight east-west running valley, fog hovers over our vines until mid-morning when afternoon breezes take over and hold temperatures below 75° F. The well-drained, clay loam soils are loaded with chert and Monterey shale.
- 35 unique blocks of Pinot noir, across 100 acres first planted in 1998, are meticulously farmed with sustainability as the guiding force.
- 2010 possessed above average rainfall (28 inches) and cooler temperatures, prolonging the growing season well into September to achieve one of our later harvests at Fiddlestix. Beginning on September 25<sup>th</sup>, after a well-needed burst of heat a week before, each block was hand-harvested and hand-sorted in the cool early morning hours. This 2AM rendezvous under tractor light guarantees our extremely fragile fruit is picked during the coolest time of night.

## THE WINE

- A mixture of clones ensure diversity on the palate, including Pommard 4 (24%) and 5 (14%), and Dijon clones 667 (22%), 777 (21%), 113 (13%), and 115 (6%), each adding its own unique personality.
- Fermented in small, open-top vats, allowing 2 weeks of skin contact, and aged 16 months in our favorite selection of tight-grain French oak - 35% new (Rousseau, Bel Air, Cadus, Saury & Seguin Moreau). Held a minimum of an additional two years in bottle to allow the Pinot charm to shine in all its glory!
- 2010 represents perhaps our most spice-intensive '728' yet. With a bouquet defined by the classic Fiddlestix notes of black cherry and cola, along with hints of clove, nutmeg, and anise peppering the nose throughout, this silky and seductive wine continues to evolve in your glass. Touches of raspberry and blackberry greet the taster, while notes of saffras and vanilla finish the wine with a mouthwatering conclusion. It's bright, vibrant and SEXY!
- 2673 cases bottled. pH-3.42, TA-6.36 g/100ml, alc-14.1%

