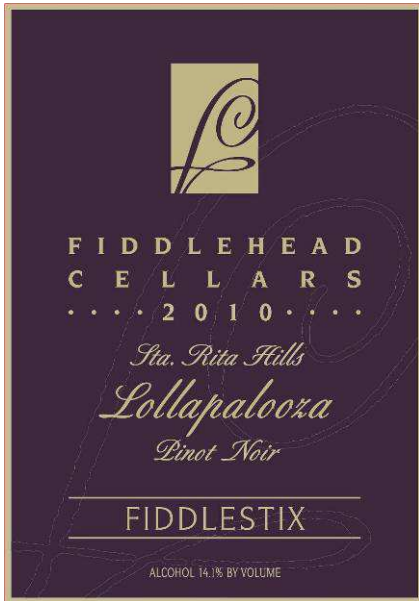


FIDDLEHEAD CELLARS

Sta. Rita Hills *2010 Lollapalooza*

FIDDLESTIX Vineyard Pinot Noir



KATHY'S CORNER

Lollapalooza says it all! This English expression that suggests "wow" is defined as "the best of its kind". Perry Farrell used it for his rock concerts and I was lucky enough to obtain the trademark for wine. It's a good story. At Fiddlehead, I became an early believer in the cool climate corridor of the Santa Ynez Valley now known as the Sta. Rita Hills AVA. I invested in land on Santa Rosa Rd, in the heart of this awesome district. And now Fiddlestix Vineyard has grown up to support incredible Pinot noir vines that produce wines with charm and finesse year after year. But as good as the place is, and as good as our farming is, and as good as our marriage of clones, wines and barrels is, we know that by virtue of the changing vintage, some barrels are destined to have that glow, that silkier texture, that cut above elegance that cannot be predicted. We taste every barrel over and over to find those few barrels that deliver more. The search is almost as good as the wine. That's our Lollapalooza!

Enjoy with Cheers!

The Estate Vineyard – Fiddlestix

- In our unique east-west running valley, fog hovers over our vines until mid-morning and then coastal breezes take over the direct cooling influence. The soil is well-drained clay loam that imparts coveted spice, volume and concentration in Fiddlestix wines.
- 35 Unique blocks of Pinot noir, across 100 acres that were first planted in 1998; sustainability is the guiding force, a practice that extends from the vineyard to the winery. Fiddlestix participates in formal SIP "Sustainability in Practice" certification.



The 2010 Vintage

- One of our later harvests at Fiddlestix, beginning on September 25th. Above average rainfall (28 inches) and cooler temperatures prolonged the growing season. Each block was hand-harvested and hand-sorted in the cool, early morning hours. This 2AM rendezvous guarantees protection of our perfectly-ripe, extremely fragile fruit.



The Wine:

- Our most meticulous barrel selection, defined through multiple tastings and endless discussions. Aromatics of cinnamon and graham cracker burst forth from your glass, with fresh cherries and clove highlighting what could be our most aromatically adventurous Lollapalooza yet. Creamy vanilla and allspice coexist in harmony with bright red fruits and seductive oak tones. Smooth, reserved tannins give this wine a concentrated, yet subtle presence that persists well beyond the last taste.
- A combination of all six clones planted at Fiddlestix, dominated by Dijon clones 667 and 113, and a healthy dose of 777. 15 months in the barrel (30% New French Oak), followed by patient bottle aging prior to release, reward every sip!
- pH = 3.45, Acid = 6.28g/L, Alcohol = 14.1%
- Production: 287 cases bottled