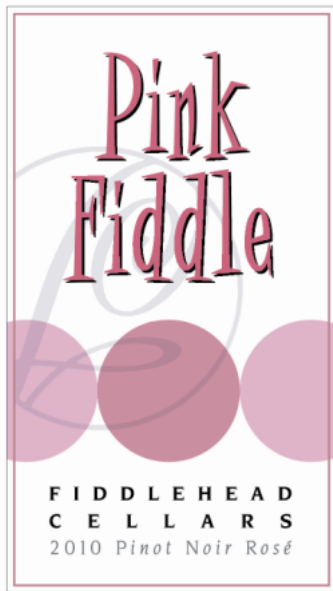


Sta. Rita Hills
2010 Pink Fiddle
Rosé of Pinot Noir



KATHY'S CORNER

Reasons to love this wine:

It's a wine for everyone. Pleasing to even the most mature palate.

Seriously fun! Simply refreshing.

Great color. Great aromatics.

Surprisingly dry finish.

It's made from Fiddlestix Pinot Noir.

Incredibly versatile...meant for picnics, hot weather and hot tubs.

Takes the boring out of wine speak: sassy, flirtatious, amusing and witty!

- **Vintage:** 100% 2010
- **Varietal:** 100% Pinot Noir
- **AVA:** 100% Sta. Rita Hills, Santa Barbara County, Pinot-central!
- **Vineyard:** 100% Fiddlestix, Estate-owned, known for low yields, great color extraction, concentration and spice layers
- **Clones:** 777, 115, Pommard 4 & 5
- **Harvest Date:** October 5th, 2010. Our latest vintage on record. Night harvested, hand-picked, hand-sorted in the Vineyard.

Is this a saignée (an early juice "bleed" from a red wine fermentation with the intention of concentrating the red wine)?

Nope! That's why it's got so much character. The entire grape cluster is dedicated to this wine.

Why does this Rosé have such good color?

Well, the obvious is that it's from Fiddlestix! We always get good color from the grape skins due to the clay loam soils in our vineyard. We pick when the grape tannins are ripe. 100% de-stem and given 48 hours of skin contact or "cold soak".

Where does that yummy pomegranate/strawberry fruit character come from?

After cold soak, the grapes are lightly pressed (like a red wine) and separated from the now colored grape juice, which is cold fermented in stainless steel (like a white wine). You get the best of red and white, spice and fruit all in one package!

Why does it taste so good with food?

Remember it's not simple "bleed" juice, it's got the guts and glory of full contact with the grape skins, which add depth and character to the wine. And it's from the Sta. Rita Hills so it has great acidity. It's fermented dry like in Provence, making it a more serious "pink" wine...or as serious as you want it to be.

When should we drink this wine?

As soon as possible, while it's young and refreshing.

Any food pairing recommendations?

Try it with an arugula and duck summer salad, with strawberries and a drizzle of aged balsamic vinaigrette; Indian, Mediterranean or spicy Asian cuisine; simple appetizer fare.

How do you describe it?

A winemaker's refreshment.

What do you do differently at Fiddlestix for this wine?

Nothing; it's farmed as if it's going to be our "Lollapalooza". Crazy, I know. But that's another reason it's so good!

Closure?

Bottled in screwcap to preserve freshness and as a reminder to enjoy it in its youth. Serve well-chilled.

Biggest surprise?

Even the guys like to drink it! It's dry! And finally, a wine that is great with salads.

Biggest disappointment?

Only 315 cases made.

