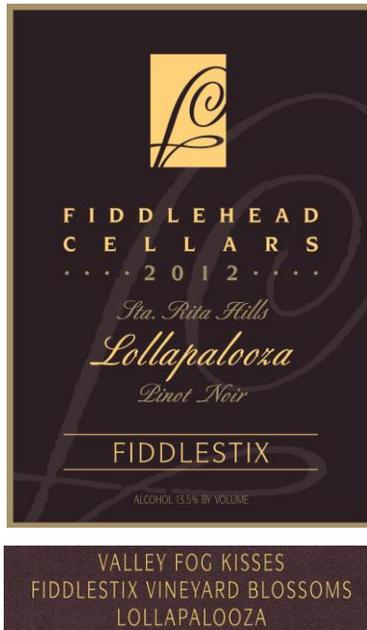


FIDDLEHEAD

CELLARS

2012 Lollapalooza Fiddlestix Pinot Noir

STA. RITA HILLS



KATHY'S CORNER

From an Old English expression meaning "one that is extraordinarily impressive," this wine earns its name 'Lollapalooza' in that it represents only the most outstanding Pinot noir barrels of our acclaimed Fiddlestix Vineyard. As the haiku on the back label suggests, the cool climate and fog-laden position of Fiddlestix in the Sta. Rita Hills sets the stage for this astounding selection. Through countless tastings and exhaustive discussion, my winemaking team and I strive to make a wine that is both striking in its flavors and elegant in its approach. Silky smooth and full of passion, this bottle represents a harvest of early mornings, sustainable farming, nurturing winemaking and a lifetime commitment to producing Pinot Noir that is true to its varietal and true to its viticultural roots.

With cheers, Kathy

- **The 2012 Vintage:** Picking began September 10th and stretched across a comfortable three week span. We enjoyed an early, frost-free spring, yielding a terrific, even fruit set, that developed into small to medium sized berries that ultimately released glorious color and silky, supple tannins.
- **The Estate Vineyard:** Fiddlestix Vineyard has 34 unique blocks of Pinot noir, across 100 acres first planted in 1998. It is located in the heart of the Sta. Rita Hills on Santa Rosa Road. Our unique east-west running valley is where 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 and imparts coveted spice, volume, and concentration in our wines. Meticulously farmed with sustainability as the guiding force (SIP Certified), a practice that extends from the vineyard to the winery.

- **The Wine:** One of our more cherished bottlings, offering fine,



We believe our happy crew is crucial to our excellence in the bottle!

- precise tannin structure and mid-palate perfection. Sumptuous notes of dried cranberry, black cherry, black pepper and all-spice give 'Lolla' its memorable character and luscious vibrancy. A glorious mix of clones: in this vintage dominated by 777 followed by Pommard and 667.
- **The Winemaking:** Four separate pick dates isolated ideal maturity across the ranch. 100% destemmed, and fermented in small open top fermenters, where punch down regime is driven by daily tastings. Free run wine transferred directly to French oak barrels, where it is aged 15 months. 36% new.
- pH = 3.54, Acid = 5.89g/L, Alcohol = 13.5%
- **Production:** 307 cases bottled on Feb 12th, 2014.