

# EFFORT

V. 2019 PINOT NOIR EDNA VALLEY

*Dense, deep purple-red*, with powerful tones of ripe black plum and cherry. Savory on the palate with notes of cocoa, marjoram and thyme. Hedonistic and intense, with a plush palate and velvet tannins. Complex, rich, and long – this wine will evolve in your glass and can reward proper cellaring.

## ESTATE VINEYARD

Our Pinot Noir comes exclusively from the Center of Effort Estate in the western foothills of the Edna Valley, just 4.5 miles from the Pacific Ocean. 2019 produced very rich flavor profiles and full palate texture in our Pinot Noir wines, without excessive ripeness. Flavor and acidity stayed in balance, and the vines were able to bring the crop to ripeness with very little strain or stress. Entirely hand-harvested during the cool overnight hours and processed immediately upon delivery to the winery in the morning.

## WINEMAKING

Each sub-block was separately hand-harvested, followed by small-lot fermentations with manual daily punchdowns for a balanced extraction of color and flavor. Approximately 10% of the fruit was whole-cluster fermented by native yeast. Aging took place over 11 months in French oak, approximately 30% new, the balance once-filled and neutral. The wine was bottled without fining or sterile filtration in order to retain the most authentic expression of our estate vineyard.

## ABOUT EFFORT WINES

Effort is the companion label to our flagship Center of Effort wines. Each lot of the vintage is crafted in accordance with our vigilant standards of quality, all competing for the crown. However, only a handful of elite lots are ultimately designated for Center of Effort. What remains is our best *effort* of the vintage. Stylistically, Effort wines exhibit a more approachable, fruit-forward style, bringing diversity and dimension to our portfolio.

*effort* ► n. 1. Exertion of physical or mental power.  
2. An achievement, as in literature or art. 3. The force or energy that is applied for the accomplishment of useful purpose.

### VINEYARD

Center of Effort Estate  
Edna Valley AVA

### VARIETAL COMPOSITION

100% Pinot Noir  
Clones 828, 667, 777, 115, 23, 2A  
Harvested 12 - 27 September

### ANALYSIS

TA 6.0 g/l  
pH 3.68  
Alc 14.4%

### AGING REGIMEN

11 months in French  
oak barrels, 30% new

### PRODUCTION

357 cases produced

