

EFFORT

V. 2017 PINOT NOIR EDNA VALLEY

Powerful tones of ripe red plum and shaved fennel root. This vintage is particularly savory, displaying earthy aromas of new leather, chicory, clove, and vetivert. Complex and long, it will evolve in your glass over the course of an evening.

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. The 2017 vintage saw difficult conditions at flowering, resulting in a very small crop of concentrated fruit. Harvest conditions were fairly cooperative, with cool mornings and warm afternoons allowing the fruit to ripen uniformly with no autumn rain events. 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 15% 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

ANALYSIS

TA 7.1 g/l
pH 3.42
Alc 13.9%

AGING REGIMEN

11 months in French
oak barrels

PRODUCTION

544 cases produced

