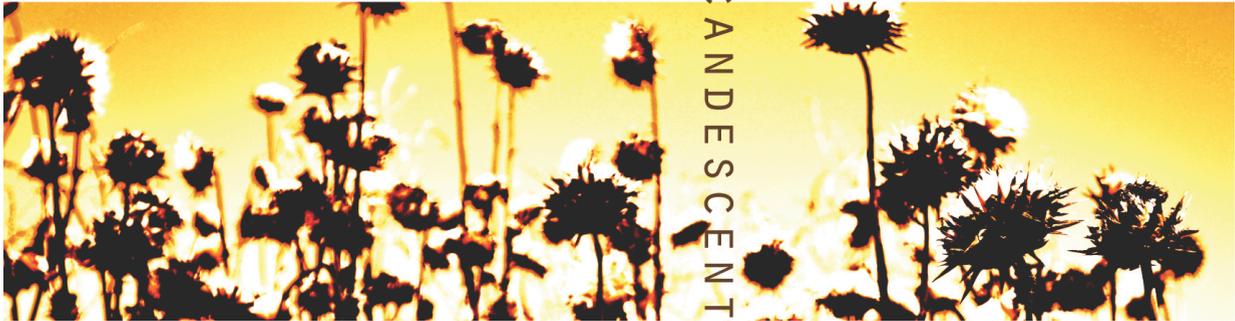


2011 'INCANDESCENT'-PROPRIETARY WHITE WINE



NOTES

The first of our 2011's to be released and a great representative of the vintage as a whole: the spotlight is squarely on balance, elegance and a certain youthful innocence rather than the power of both its predecessors, 2009 & 2010. Having said that, this blend that tips the scales heavily on the side of Roussanne is, as most of our whites, not a wine for the faint of heart. Roussanne in the Santa Ynez Valley tends to be on the very voluptuous side of the spectrum, and I've started using a percentage of stainless steel barrels for the upbringing in order to preserve and accentuate the pretty youthfulness.

'Lovely' is the first word that would pop up every time I smelled the components that make up this blend; the nose may deceive the intensity the wine has on the palate, but it is density (like high thread-count linen) not weight that marks this wine's character.

Composition: Roussanne cold soaked and fermented on the skins, raised for 6 months in new 500L then transferred to used 225L French oak, and stainless steel barrels; Chardonnay and Viognier raised in new 300L French oak and stainless barrels. Less than 300 cases bottled. Unfined and unfiltered.

Note that we have changed the appellation on all of our labels from the very generic 'California' to (the only somewhat generic) Santa Barbara County appellation – owing to the fact that since 2009/10 we grow the raw materials in custom-planted vineyards where we hold long-term leases, all of which are located in the county. And because we believe that Santa Barbara county is one of the world's optimal growing regions, capable of consistently achieving greatness.

- Matthias Pippig | Winegrower

VITALS

Varietals	Roussanne 56% (fermented on skins), Chardonnay 40% Viognier 4%
Vineyards	Watch Hill, Stolpman, Bien Nacido
Harvest Dates	October 1 & 13, November 10
Yields	0.45 – 1.6 tons / acre 0.3 – 1.1 lbs/vine
Brix (at harvest)	23.5 – 24.1
Alcohol	14.3%
pH / TA	3.35 - 3.72 / 5.1 – 7.2
Barrels / Coopers	Roussanne started in new French 500L Puncheons, transferred to used 225L oak and stainless barrels; Chardonnay new 300L French oak & stainless
Barrel Aging	15 months
Rackings	None
Filtering / Fining	None
Bottled	February 2013
Production	275 (9L) cases
Scheduled Release	Spring 2013
Suggested Retail Price	\$50