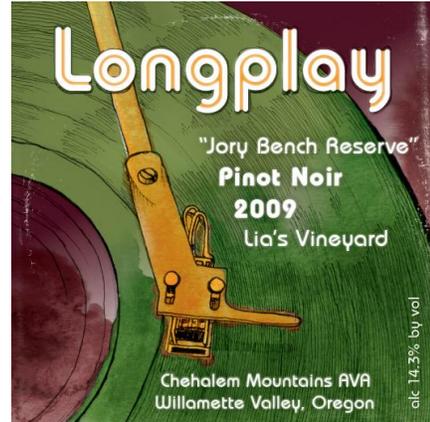


Longplay

Analog Wine for a Digital World™
no overdubbing, no remixing

Longplay™ 2009 Pinot Noir, "Jory Bench Reserve," Lia's Vineyard

Harvest:	October 9 and 16, 2009
Vineyard:	Lia's Vineyard, Chehalem Mountains AVA
Vine Age:	11 - 19 years
Clone:	54 percent Pommard 25 percent Wädenswil 14 percent Mariafeld (UCD23) 4 percent Dijon 115 3 percent Dijon 667
Yield:	1.8 tons per acre
Brix at Harvest:	26.3
pH:	3.88
TA:	5.23
Alcohol by volume:	14.5 percent
Cellar:	Spontaneous fermentation in two-ton jacketed stainless tanks after 14-17 days cold-soak. Total skin contact of 23-28 days. Nine months in French oak, 20 percent new.
Winemaker:	Aron Hess
Bottled:	September 15, 2010
Production:	212 cases



We've said wine is like music. There are many different genres and styles. And "best" is more a question of taste than absolutes. We craft authentic wines with character that reward those with the patience to explore a wine and watch it develop and change as the evening unfolds.

Lia's Vineyard is a series of slopes and benches. Our "Jory Bench Reserve" highlights fruit from own-rooted Pommard and Wädenswil vines growing on a fine bench of Jory soil at the top of the vineyard. We picked these blocks on October 16th – and the fruit was delicious. To add a bit more character, we incorporated some 115, Mariafeld and Pommard from another block that we had picked on October 9th. The result is an elegant wine with intense aromatics and floral notes on the nose. Savory elements that balance the forward berry/cherry fruit on the palate while tannins add structure and focus. The rich finish is long and lingering.

The wine reminds us our favorite late-'60s rock: It challenges our perceptions and rewards our senses.

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