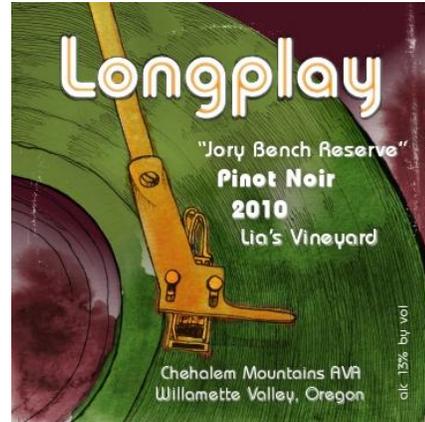


# Longplay

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

## Longplay™ 2010 Pinot Noir, "Jory Bench Reserve," Lia's Vineyard

Harvest:	October 20, 2010
Vineyard:	Lia's Vineyard, Chehalem Mountains AVA
Vine Age:	12 - 20 years
Clones:	33 percent Mariafeld (UCD23) 27 percent Wädenswil 24 percent Pommard 20 percent Dijon 115
Yield:	1.4 tons per acre
Brix at Harvest:	23.7
pH:	3.82
TA:	5.83
Alcohol by volume:	13.4 percent
Cellar:	Spontaneous fermentation in two-ton jacketed stainless tanks after 14-17 days cold-soak. Total skin contact of 23-35 days. Ten months in French oak, 27 percent new.
Winemaker:	Aron Hess
Bottled:	September 21, 2011
Production:	125 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 co-fermented our Mariafeld with some of the fruit from the Jory Bench. We liked the result and that lot makes up the majority of this bottling. To brighten things up a bit, we included part of our favorite barrel of 115 clone. The result is a sophisticated wine with depth and intense aromatics. The forward berry/cherry fruit on the palate is balanced with notes of licorice and chocolate, while tannins add structure and focus. The rich finish clings and lingers.

The wine reminds us classic LPs from the mid-70s: It is all about the flow and context.

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