



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

Longplay™ 2011 Pinot Noir, "Jory Bench Reserve," Lia's Vineyard

Harvest: November 1, 2011
Vineyard: Lia's Vineyard,
Chehalem Mountains AVA
Vine Age: 12 - 21 years
Clones: 75 percent Pommard (UCD5)
19 percent Wädenswil (UCD2A)
6 percent Mariafeld (UCD23)
Yield: 1.8 tons per acre

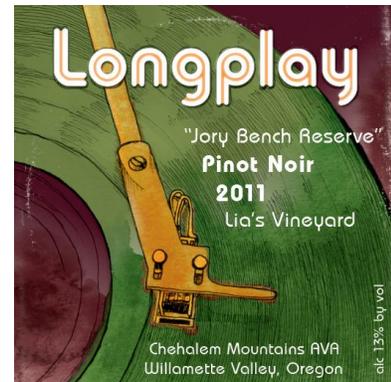
Winemaker: Jay Somers

Alcohol by volume: 13 percent

Cellar: Spontaneous fermentation in a 2.5 ton jacketed stainless tank and a T-bin after 7-10 days cold-soak. Total skin contact of about 15 days. Ten months in French oak, 16 percent new.

Bottled: October 3, 2012

Production: 154 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 tagged this fruit "reserve" when it was picked and it was fermented in a single 2.5 ton stainless steel tank. Ahead of bottling, we added a small amount of Mariafeld which had been fermented separately. We especially like the textural notes the Mariafeld brings to the wine. The result is a sophisticated wine with depth and intense aromatics. The forward berry/cherry fruit on the palate is balanced with notes of earth and just a hint of oak from the single new barrel we employed in 2011. The finish is bright yet lingers.

The wine's depth and layered complexity remind us of our favorite albums that we listen to again and again.

Contact: Todd Hansen, Grower, Lia's Vineyard LLC, PO Box 414, Newberg, OR 97132 (mail)
215 East First Street, Suite "A", Newberg, OR 97132 (tasting room)
www.longplaywine.com info@longplaywine.com phone: 503.489.8466