



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

Longplay™ 2012 Pinot Noir, "Experience," Lia's Vineyard

- Harvest: October 17, 2012
Vineyard: Lia's Vineyard,
Chehalem Mountains AVA
Vine Age: 13 years
Clones: 50 percent Dijon 115
50 percent Mariafeld (UCD23)
Yield: 1.8 tons per acre
Winemaker: Jay Somers
Alcohol by volume: 14.1 percent
Cellar: Spontaneous fermentation after 7-10 days cold-soak. Total skin contact of about 15 days. Ten months in French oak, 33 1/3 percent new.
Bottled: September 23, 2013
Production: 69 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.

Sometimes you need to experience something to understand it. At Longplay Wine, we ferment our wine in small lots of 1 to 2.5 tons. After the must had completed fermentation in 2012 and we were transferring the young wines from fermenters into French oak barrels, we found that we had half a barrel of wine from 115 clone and a half barrel of Mariafeld remaining, so we combined them into one full barrel. A few months later, tasting the wine from barrel, we were delighted at how intriguing this barrel blended wine was. As the date for bottling approached we found that this barrel was even better than it had been earlier, so we grabbed one more barrel from each of the two lots and combined them for this special three barrel bottling. If we hadn't experienced this for ourselves, we would have never thought that blending the elegant and floral 115 with the brawny and meaty Mariafeld could make a complete wine. It is like playing a duet with a violin and an electric bass! But in this case, at least, it works. The elegance of the 115 and the density of the Mariafeld complement each other wonderfully. We selected the best barrels from each lot for this blend and one of those was a new barrel, so this wine has a higher percentage of new oak than our usual profile, but we think it carries it well. We hope you enjoy this Experience as much as we do.

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