



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

### Longplay™ 2012 Pinot Noir, "Jory Bench Reserve," Lia's Vineyard

Harvest: October 17, 2012  
Vineyard: Lia's Vineyard,  
Chehalem Mountains AVA  
Vine Age: 20 - 22 years  
Clones: 55 percent Pommard (UCD5)  
45 percent Wädenswil (UCD2A)

Yield: 1.9 tons per acre

Winemaker: Jay Somers

Alcohol by volume: 14.1 percent

Cellar: Spontaneous fermentation in a 2.5 ton stainless tank and a 1.75 ton bin.  
7-10 days cold-soak. Total skin contact of about 15 days. Ten months in  
French oak, 25 percent new.

Bottled: September 23, 2013

Production: 192 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 tag this fruit "reserve" when it is picked and heads to the fermentor. The result is a sophisticated, elegant 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 two new barrels we employed in 2012. The finish is bright yet lingers.

The wine's richness and density remind us of rock songs from the late 70s - when the lead guitar and rhythm guitar would lay down some layered chords and bring an exciting harmony to the music.

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