

# Lula

## 2018 Peterson Vineyard Pinot Noir



### Winemaker Notes:

Located in the revered "Deep End" of the Anderson Valley, Lula Cellars is a boutique winery passionately crafting distinct wines of great pleasure from our Estate and select local vineyards. For many years we have been producing this award-winning single vineyard Pinot Noir wine. Produced from 4 different clones, the wine exhibits a bright purple color, vibrant aromas, and flavors of violets, cherries and wild berries. The palate is focused with lovely intensity and persistence from start to finish. Enjoy now through 2025.

### Vineyard:

Planted in 1999, the Peterson Vineyard is a hidden jewel located in the mountain town of Comptche. Situated eight miles east of the coastal village of Mendocino at 700 feet above sea level, the vineyard's close proximity to the coast has a dramatic cooling effect that promotes slow, even ripening.

### 2018 Harvest:

Healthy rains over the 2018 winter created ideal spring conditions for early vine growth and the setting of a bountiful harvest. We quickly responded by adjusting the vine canopy and crop to ensure vines were balanced and the grapes produced would be of the highest quality. Summer conditions were ideal and after a long season and a warm finish, the grapes reached full maturity and were

hand harvested.

### Winemaking:

Our 2018 Peterson Vineyard Pinot Noir is a blend of Pommard and Dijon clones 667 & 115. The grapes were hand harvested at night to ensure delicate handling and vibrant fruit flavors. Upon arrival at the winery, the grapes were gently sorted, destemmed and then transferred to open top fermenter. After 2 days of cold soak at 50°F the grapes were inoculated with yeast to begin fermentation. Throughout fermentation the grapes were hand plunged to extract all of the richness of the grapes. Upon completion of the fermentation, the finished wine was left to macerate for another 10 to 15 days with the grape skins to build mouth feel and complexity. The finished wine was then gently basket pressed to 3-year seasoned fine-grained new and used French oak barrels where the wine spent the next 10 months. Prior to bottling the wine was lightly fined and filtered.

<b>Cases produced:</b>	533	<b>Alcohol:</b>	14.0 %
<b>Bottling date:</b>	July 2019	<b>Titrateable Acidity:</b>	5.9 g/L
<b>Suggested retail:</b>	\$45	<b>PH</b>	3.4

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### About Lula Cellars:

Lula Cellars is a boutique winery located in the revered "Deep End" of the Anderson Valley, whose handcrafted wines attract the highest awards and devoted fans alike. Driven by a passion for the Anderson Valley and the Lula vineyard, Matt Parish assumed winemaking direction with the 2017 harvest. A highly regarded International winemaker, Matt leverages more than two decades of experience to create the perfect portfolio for Lula. While focused on deliciously complex Pinot Noirs, the portfolio includes beautifully balanced Whites, delicate Rosés and elegant full-bodied Reds.