

# Lula

## 2018 Zinfandel Fashauer Vineyard



### Winemaker Notes:

This single-vineyard wine from the legendary Fashauer Vineyard is not your classic California Zinfandel. Briary red purple in appearance. The aromas are vibrant with hints of pepper, sweet oak taste and spice and floral purple fruits. The palate is long, complex and seamless thanks to the beautiful supple tannins and delicate acidity. Enjoy now through 2030.

### Vineyard:

Sitting above 1,200 feet in the Mendocino Ridge AVA, the Fashauer vineyard was established 20 years ago from grapevine cuttings sourced from the nearby DuPratt Vineyard. Dry grown, the grapes enjoy a unique terroir. Randomly inter-planted with Carignane for added difference.

### 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:

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 an 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 with the grape skins for another 21 days to build mouth feel and complexity. The finished wine was then gently basket pressed into 3 year seasoned fine-grained new and used French oak barrels where the wine spent the next 18 months. Prior to bottling the wine was lightly fined and filtered.

<b>Cases produced:</b>	235 cases	<b>Alcohol:</b>	14.50 %
<b>Bottling date:</b>	April 2020	<b>Titratable Acidity:</b>	6.2 g/L
<b>Suggested retail:</b>	\$37	<b>PH</b>	3.5

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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.*

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