



2012 Hirsch Vineyard,  
Sonoma Coast  
Pinot Noir

**AROMA**

dried cranberry, forest floor, orange peel, cola berry

**FLAVOR**

baked red cherry, rhubarb, bay leaf, mineral

**FOOD PAIRINGS**

**VINIFICATION**

5.4 tons hand-harvested and sorted on September 17. All clones fermented separately (40% whole cluster) in open-top tanks using wild yeasts. A 5-day cold soak preceded regular cap management for balanced extraction during a 21-day fermentation. Aged for 16-months in 20% new oak. Bottled without fining or filtration.

**SITE**

A benchmark pinot vineyard personifying “the true coast.” Perched on the second ridge from the Pacific Ocean, a mere 3.5 miles from the sea on California’s most active seismic fault, the San Andreas. Clones Mt. Eden, Pommard, and 114 planted in the early 80’s on various exposures at elevations of 1100-1400 ft. Soil composed of complex calcareous seabed material. Impeccably farmed by the enigmatic, trail-breaking David Hirsch

**NOTES**

The 2012 vintage marked our fifth year up at Hirsch. The vineyard sits on top of a prehistoric redwood grove. Every Pacific storm to ever pass through California has plowed right through this forest, essentially breaking down these redwood trees into the soil. The trees themselves eventually become soil. Another distinguishing feature of these Hirsch wines: you can smell and taste the forest in them.

The place still mystifies us as well as David Hirsch, who has been up there 35-odd years. When he’s in a mood, he will talk about the serpent... “the vineyard sits at the very northern tip of the San Andreas Fault with several Tibetan Buddhist colonies surrounding the vineyard. They believe that this site is the “tail of the serpent” whose spine stretches along the fault line down into Monterey County. It’s an energy vortex. What distinguishes Hirsch wines from its few neighbors? The energy in the wine. It’s kinetic”.

**DETAILS**

Vineyard: Hirsch  
Appellation: Sonoma Coast  
County: Sonoma  
Winemaker: John Raytek  
Production: 740 six-packs  
Anticipated maturity: 2016-2020+  
pH: 3.67  
Brix: 23.3°

Total acidity: 6 g/l  
Residual sugar: 0.3 g/l  
Alcohol: 13.2  
Yield: 2.5t/acre  
Clones: Mt Eden, 115, Pommard  
Harvest date: 9/17  
Bottling date: 1/29/14

