

# Lula

## 2018 Anderson Valley 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. Blended in our classic Anderson Valley style from various blocks and clones. Bright scarlet in color with floral plum, cherry, and toasty French oak aromas and flavors. The palate is generous with ripe savory tannins giving way to a long seamless finish. Every effort has been made to produce a delightful Pinot Noir for every occasion. Drink now through 2025.

### Vineyard:

This is the second year our Anderson Valley Pinot Noir features grapes off our own property. This 15-acre vineyard is located in the "Deep End" of the famed Anderson Valley and was planted in 2013. This cool-marine influenced region is celebrated for producing world-class Pinot Noirs. The vineyard is planted on a gently sloping hillside adjacent to Highway 128 with a mix of quality Pommard and Dijon sourced clones. The vines are grown meticulously to produce high quality, rich, concentrated grapes.

### 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, partially destemmed to net around 10% whole bunch and then transferred to open top fermenter. After 2 days of cold soak at 50°F the grapes were inoculated and fermentation kicked off. 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 couple of weeks 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>	715	<b>Alcohol:</b>	14.0 %
<b>Bottling date:</b>	July 2019	<b>Total Acidity:</b>	6.1 g/L
<b>Suggested retail:</b>	\$45	<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.*