

# Lula

## 2019 Founders Cuvée Pinot Noir

### Winemaker Notes:

Located in the revered "Deep End" of the Anderson Valley, Lula is a boutique winery passionately crafting distinct wines of great pleasure from our Estate and select local vineyards. The Founders Cuvée is a special blend dedicated to the founding winemaker and crafted from many of the vineyards he discovered. Blended in Jeff's signature style, this Pinot Noir exhibits sweet ripe berry fruit, delicate oak overtones, and a rich rewarding palate. Enjoy now through 2028.

### Vineyards:

The blend is from the Peterson and Costa Vineyards located in the mountain town of Comptche with the balance coming from 2013 and 2015 plantings off the Lula Vineyard located in the "Deep End" of Anderson Valley.

The Peterson and Costa vineyards sit 700 feet above sea level, eight miles east of the coastal village of Mendocino. The proximity to the coast provides a cool, marine climate that promotes slow, even ripening.

The 15-acre Lula vineyard is in the cool-marine influenced "Deep End" of the Anderson Valley that is celebrated for its 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.

### 2019 Harvest:

Healthy rains over the winter created ideal spring conditions for early vine growth and the setting of a bountiful harvest. We adjusted the vine canopy and crop to ensure vines were balanced and the grapes 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 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>   | 250       | <b>Alcohol:</b>             | 14.5 %  |
| <b>Bottling date:</b>    | July 2020 | <b>Titrateable Acidity:</b> | 6.0 g/L |
| <b>Suggested retail:</b> | \$55      | <b>PH</b>                   | 3.5     |

---

### **About Lula:**

*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.*

2800 Guntly Rd ~ PO Box 145 ~ Philo, CA 95466 ~ 707.895.3737 ~ www.lulacellars.com ~ info@lulacellars.com