

# Lula

## 2020 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, it is 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.

### 2020 Harvest:

This harvest was one for the history books. The growing season could have not been any more perfect and with that, great excitement for the resulting wines. Then back to back heat waves in August followed by a devastating fire season in California created a challenging harvest. Fortunately, Lula was able to respond by quickly harvesting these grapes and the end result in the glass is magic!

### 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>	530	<b>Alcohol:</b>	14.0 %
<b>Bottling date:</b>	August 2021	<b>Titrateable Acidity:</b>	6.1 g/L
<b>Suggested retail:</b>	\$50	<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.*