



2020 Rescue Block 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. When planting the Lula Vineyard in 2013 we discovered ~1,000 vines overgrown by blackberries. Believed to have been planted in 2009, then abandoned, we spent years rescuing this block and bringing it back to life. This single block wine is rich purple in color with aromas and flavors of dark cherry, plum, earth, and spice. The palate is long and seamless with layers of silky tannins and toasty French oak.

Vineyard:

Established over the last decade, the Lula Vineyard is the perfect setting for producing elegant Pinot Noir wine. The nearby Pacific Ocean plays an important role in moderating daytime temperatures and cooling the nights, ensuring vibrant aromas, intense flavors, balance acidity and restrained alcohol. The clay alluvial soils (ShingleMill and BlackLock series) produce graceful silky tannins and a rich full palate. Believed to be planted in 2009, then abandoned, we spent years rescuing this block and bringing it back to life. We do not know the clone or rootstock, but we do know these vines produce a very special Pinot Noir.

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 25% 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.

Cases produced:	108	Alcohol:	14.0 %
Bottling date:	August 2021	Titrateable Acidity::	6.0 g/L
Suggested retail:	\$70	PH	3.4

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.

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