

2007 SYRAH

Tous les Jours



WINEMAKER'S NOTES

"The wine is full of personality, with spicy black cherry, raspberry, cranberry, and cassis notes, and a subtle toastiness from the indulgent oak ageing. When tasted, the Syrah "Tous les Jours" is a bit of a surprise; it is remarkably dark and full-bodied, and yet it has such gentle tannins. It is truly a pleasure to drink, especially at the price."

Starting in early 1999, I scoured the Central Coast for soils and climates that I thought would best suit this immensely drinkable wine and built relationships with growers that are paying dividends today with constantly improved harvests. I wanted sun-drenched, rocky, well-drained, low-vigor soils. I found several exciting vineyards in the Santa Ynez Valley and up in the Paso Robles area. I am so excited about this wine, that I named it "Tous les Jours" (or "Everyday" to us Americans) to signify the immense drinkability of the wine. We feel that the wine should become your "House Wine"; the wine that you open just for the heck of it, or just for a glass of it with the rest to be enjoyed later. We also priced the wine with this in mind as well. Let me tell you why...I am tired of seeing relatively inexpensive wine (\$10-\$15/btl range) from California and abroad, (Rhone or not) that, when opened and tasted, disappoint and prove not to be a bargain at all. We designed this wine from the beginning to be an absolutely delicious bottle of Syrah, at an affordable price. So "Expect MORE, but Pay less!!" I purchased grapes from very high-quality growers, and once we had the grapes, we gave them the same attention to detail as the rest of our single vineyard wines. We fermented the grapes in a mix of open-top bins (with frequent punchdowns for extraction and color) and closed, tanks with frequent pumpovers. We then aged the various wines for 11 months in a mix of new and 1-5 yr. old French oak barriques. It is highly drinkable right now, however, it will reward the patient few with another couple years of ageing. This is a perennial "Best Buy," garnering consistently high praise from both the Wine Spectator and the Wine Advocate. It was even named as the Best American Syrah under \$20.00 in Food and Wine Magazine in 2007. Cheers!!

WINE FACTS

Composition:

95% Syrah, 4% Mourvedre, 1% Grenache Noir

Appellation:

Central Coast

Vineyard Composition:

30% Brave Oak Vineyard, Paso Robles
25% Great Oaks Ranch, Santa Ynez
20% Oak Savanna Vyd, Santa Ynez
15% Johnson Vyd, Santa Ynez
10% Tierra Alta Vyd, Santa Ynez

Ageing:

Aged 12 months in French Oak

Production:

3,600 cases produced

Release Date:

June 2009

Alcohol:
14.5%

pH:
3.75

TA:
6.1g/L