

ALIAS

ALIAS PINOT NOIR 2022 CALIFORNIA AVA

RESIST INDUSTRIAL WINES

After years spent toiling away in the bowels of the wine industrial complex, we escaped in 2007 with our love of wine still intact. We got to see 'how the sausage was made' at the giant corporations - in the cellars, in the street, and in the boardrooms - and it wasn't all that pretty. Our goal from the start has been to make honest wines that offer great value without the industrial trickery needed to make millions of cases of wines. We craft wines from grape to glass to express true varietal character. Our goal is to showcase California's boldness with balance and a smooth finish. This is the cure for giant, commercially made wines...and in case they came after us, we took on an ALIAS.

TASTING NOTES

Vintage 2022 on the Central Coast of California was a fire drill. The beginning of the season was a bit of a rollercoaster, swinging from cool to very hot and back to cool, which pushed harvest about a week and a half earlier than is typical. A heatwave arrived around Labor Day and forced us into an around-the-clock frenzy of picking to get the fruit in before sugars spiked. The heatwave caused some damage and kept berry size smaller, bringing down yields, so we took extra care in sorting through the berries. Harvest was exhausting this year, but the fruit delivered great intensity of flavor.

The Alias Pinot Noir this year gives us a more intense flavor profile and a slightly higher alcohol level, but the result is a gorgeous wine. Big flavors of cherry, strawberry, rubarb pie, black pepper and allspice taste like they were all kissed with sunshine. The wine has great mouthfeel and finishes smooth as silk. This is a classic California Pinot Noir and I'd put it up against any Pinot Noir in its category. This wine is a home run.

TECHNICAL DETAILS

COMPOSITION: 100% Pinot Noir

ALC/VOL: 13.7%

APPELLATION: California



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