

# PROOF<sup>®</sup>

OF THE PUDDING

Decanting  
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For Insiders.

## PINOT NOIR ANDERSON VALLEY 2013

100% Anderson Valley Pinot Noir. Harvested September 10, 2013. Brix at harvest: 25.3g.  
Alcohol 14.5%; Residual Sugar 0.40%; Volatile Acidity .5 g/L; Titratable Acidity 4.73g/L; pH 3.89  
175 cases made. Enjoy upon release or cellar until 2020. Winemaker: Miguel Caratachea.

### VINTAGE 2013

Of California's prestige Pinot Noir appellations, Anderson Valley is the coolest and farthest north, just above the Sonoma Coast AVA. This makes for daredevil winemaking! Inland heat pulls fog from the ocean into Anderson Valley, so it gets foggier in the warmer years. Proof Pinot Noir was sourced from one of our "insider" vineyards beyond Philo, adjacent to the source for some of California's most expensive labels. 2013 is well regarded as a trouble-free vintage from beginning to end. The grape flavors were concentrated, with acidity and ripeness well balanced.

### WHAT TO LOOK FOR

Rogers or Astaire? Red or blue? Mountains or beaches? Percussion or guitar? The Great Pinot Noir Debate constantly tries to pronounce a superior style: potent, big, tannic and bold black fruits ("New World"), or alluring, graceful, velvety, and subtle red fruits ("Bugundian").

But what if we could enjoy them together, *side by side*? Not blended, but rather one supporting the other, back and forth. We like this idea, and so Proof strives to create a unique Pinot Noir with an intriguing, explosive duality. If you find this in our wine, thank winemaker Miguel for mastering the holy grail of grape varieties.

### OUR APPROACH

Our first goal was to create a wine in the Punch style: 1) pure flavors from the grapes, free of excessive oak, alcohol and tannins; 2) velvety mouthfeel; and 3) mouthwatering finish. We harvested *Goldilocks style* when the grapes were "just right" – riper than Champagne style, but with more acid than many big Pinot Noirs. We picked from just a few rows in one vineyard, so there was but one lot.

It was at crush and fermentation that the lot was split into two to achieve the *intriguing, explosive duality* mentioned above. Different durations of cold soak. Some whole cluster fermentation, temperature variation, and other quirky techniques Miguel has developed on his own over the years. We used no new oak barrels, but both lots were aged nine months in French oak primarily for texture. The two lots were reunited just before bottling. Six months in the bottle is revealing the two sides of Pinot Noir!

– Lee Nordlund, Proprietor & Miguel Caratachea, Director of Winemaking

*Proof is produced by Punch Vineyards. We strive to make wines that are highly gratifying to the natural sensitivities of experienced and casual wine drinkers alike. We believe this can be achieved by emphasizing the pure flavors from the grapes, velvety mouthfeel, and mouthwatering finish.*