



Jeff has always been amazed with wines produced from the Rocks District, so when the opportunity to make wine in Walla Walla presented itself, he jumped at the chance. This is the first of two collaborations with Todd Alexander of Force Majeure. The name Centric reflects their shared belief that true craftsmanship begins with passion. Whether expressed through architecture, painting, music, or winemaking, every great work of art begins with a singular focus. This wine is their expression of that philosophy. Every decision was centered on expressing the character of SJR Vineyard and the remarkable terroir of the Rocks District. Rather than allowing technique to define the wine, every technique was chosen to serve the wine.

The Art Deco-inspired label represents another lifelong passion of Jeff's—timeless design rooted in elegance, precision, and balance. Like the architecture of the Art Deco movement, this wine is built on intention, structure, and harmony.

Centric is more than a wine. It is the culmination of years of curiosity, enduring relationships, and an unwavering belief that the world's greatest wines begin in extraordinary places.

A vibrant deep royal opaque red is followed by aromatics of black plum, smoked meats, roasted earth, with hints of orange peel and sweet cream. The palate is a complete expression of what the SJR Vineyard is best known for - pure finesse, elegance and intensity. Lush with fluidity from the front / mid palate and a lengthy finish that is focused on black and red fruits as well as savory and gamy notes. Exotic and sensual.

2020 Centric
SJR Vineyard
100% Syrah
Walla Walla Valley AVA
14.5% Alc

This unusually long-aged wine is big, bold and full-bodied, deep in black fruit, dark chocolate and a sweet balsamic note. Moderate tannins wrap around blackberries, black pepper, star anise, black licorice and stony, iron-like flavors. Aged in all-new, large-sized French oak barrels for 34 months. An epic wine to enjoy now or hold for many years.



James Suckling #32 Top 100 Wines of the USA 2025

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