

PRESENTS:

**2019 PRIMITIVO**

EL PASO DE ROBLES, CALIFORNIA

## THE VINEYARD

Héro wine is made at Sculpterra Winery and honors the vineyard and winemaking team. The front label showcases Lugardo "Uga" Zatarain, Sculpterra's hardest working man. The back label features the entire 2019 harvest crew doing every task from picking the grapes to bottling the finished product. The vineyard is located in the southwest end of the Frankel Family Estate and sees extensive heat in the summer and windy afternoons. The vines are oriented directly north and south and we leaf pull, shoot thin, and even drop fruit, shaping the vines to give us the best possible grapes. The vineyard is planted on a sloped hillside, making vineyard operations a challenge but worth the extra effort. The grapes are hand-picked and sorted in the vineyard before delivery in half-ton bins to the winery.

## THE WINEMAKING

The Primitivo fruit was harvested in two lots, the first on October 11 and the second on October 15. These two lots were very different from one another, but when blended together they created a lush, full mouthful, plentiful in the fruitiest taste possible. Cabernet Franc, harvested in late October, gives structure to this wine, offering supple tannins and giving the wine puckering dry taste with tart-berry fruit flavors. As always, the clusters were destemmed and not crushed and whole berry fermented. Fermentation took place in temperature controlled stainless steel tanks and took 3 weeks to reach complete dryness. The wine was aged in a combination of new and neutral American Oak barrels. Each barrel was topped and tasted every six weeks, then blended in tank one week before bottling, and finally the wine was filtered and bottled in August 2020.

## THE WINE

2019 Héro Primitivo wine is exciting, new, fresh and vibrant with complex aromas and bouquets. The addition of 13% Cabernet Franc gives this wine tannic textures, deep rich color, and a dark berry flavored backbone. I taste extracted aromas of black cherry, freshly picked strawberry, and even gingerbread. The mouthfeel contains baking-spice flavors that come through nicely on every sip. Abundant flavors of baked plum, raspberry, and chocolate-cherry flavors are balanced and inviting. Drink this wine upon release, or for best results wait until 2025 when it will assuredly be at its peak.

## THE FACTS

Vineyard: Frankel Family Estate  
Blend Percentage: 87% Primitivo & 13% Cabernet Franc  
pH: 3.68  
TA: 0.68  
ALC: 14.4%  
RS: 0.05%  
Cases Produced: 600  
Bottling Date: 8/12/2020  
Release Date: 12/1/2021

