

HÉROE

2024 PRIMITIVO
EL PASO DE ROBLES, CALIFORNIA

THE VINEYARD

Our estate grown 2024 Héroe Primitivo gives back to The Flying Samaritans Medical Mission Organization as well as honoring our winery and vineyard workers. The back label features the whole team in action and the front label shows off our favorite retired worker, Lugardo Zatarian. Héroe is an alternative label at Sculpterra Winery and it's grown greatly over the past decade. The 2024 vintage will be remembered as a lean harvest with high quality grapes. Mostly, 2024 was affected by an early spring time frost. We lost a big portion of the crop during that frost. Our 8-Acre Primitivo Ridgeline and 2-Acre 4 Corners Primitivo vineyards were not badly impacted by the frost! These vineyards are high up on the hillside and are naturally protected by freeze events. Summer and Fall weather were ideal for fully ripening the fruit. We harvested right on schedule and produced a total of 700 cases.

THE WINEMAKING

All fruit was processed, destemmed, pressed, racked, settled and barreled down at our estate winery and processing facility. The blend spans a long grape harvest, which started on September 11th and ended with Petite Sirah on October 15th. This wine is a complex blend of 5 total fermented lots: 3 Primitivo wines blended with Cabernet Franc and Petite Sirah. We hand harvested Primitivo on three separate days, therefore making three lots that are wonderfully different from one another. I love this method of making Primitivo! We made an early, middle and late pick Primitivo, aged them in separate barrel regimens before blending and bottling as one wine. The last lot of Primitivo was aged exclusively in NEW 265L Radoux Hungarian Oak barrels, adding flavors of vanilla, clove, and fresh cedar to the wine. Cabernet Franc was blended in and gives the wine tannins, dryness and a slight herbaceous note. Petite Sirah was added for its color, rich textures and decadent dark chocolate taste.

THE TASTE

This wine shines from start to finish; it's an all-around great tasting experience! Primitivo is unique, flavor packed, and different from Zinfandel - it's close cousin. Primitivo proves itself and demands to be bottled on its own. I love the dynamic nature and taste matched with a lovely mouthfeel and balanced soft tannins. This medium-bodied wine is deep in color, filled with blackberry and cherry aromas that are flooded with ripe jammy flavors. The tannins are relaxed, present but not drying or cloying. The fruits are very concentrated with a ripeness that leaves a fresh and savory sensation on the finish. Pairs well with BBQ ribs, or try it with my personal favorite pairing...carne asada tacos. This wine will gradually improve with age, reaching its peak by 2032.

THE FACTS

Varietals: 89% Primitivo, 7% Cabernet Franc, 4% Petite Sirah

Appellation: Paso Robles

Vineyard: Frankel Family Estate

pH: 3.55

TA: 0.64

RS: 0.05

ALC: 13.8%

Total Production: 705 cases (750ml Bottles)

Bottling Date: August 13, 2025



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