

PRESENTS:

2015 PRIMITIVO

EL PASO DE ROBLES, CALIFORNIA

THE VINEYARD

Héroé is a bottling dedicated to our workers. First bottled in 2013, this 2015 vintage is a delightful, ready to drink wine. All of the fruit was grown on the Sculpterra estate, located in the Geneseo District of northeast Paso Robles. The Primitivo vines were planted in 2003, and are entirely hand worked. We prune, leaf pull, shoot thin and harvest by hand into small half-ton bins. The quality of the fruit harvested this year was exceptional, with beautiful, uniform grape clusters.

THE WINEMAKING

The grapes we destemmed, fermented and pressed on premises. This fruit was cold soaked for 2 days before fermentation began. We used our basket press to gently capture all the fresh fruity aromas, while softening the tannic presence. The wine is a combination of 3 separate fruit picks, adding immense complexity and character, then aged in all neutral barrels, blended together, and bottled in August 2016.

THE WINE

Bold, bright flavors and an almost electric texture make this wine extremely fun to drink. Fruity goodness and subdued tannins make the 2015 Primitivo a true crowd pleaser. While many Primitivo (and Zinfandel) wines can be "flabby" (lacking mouth feel) and lean towards sweet, our Primitivo features a bright, tight acidity and a lively layer of ripe fruit, which makes it vibrate in the mouth. Notes of blackberry, boysenberry, dark chocolate, plum, and currant weave together into a finish that lingers. Drink now and enjoy.

THE FACTS

Vineyard: Frankel Family Estate
Blend Percentage: 88% Primitivo, 12% Cabernet Sauvignon
pH: 3.73
TA: 0.68
ALC: 16.0%
RS: 0.50%
Cases Produced: 210
Bottling Date: 8/17/16
Release Date: 12/1/16

