



THE FACTS

Varietal: 90% Primitivo, 10% Petite Sirah
Appellation: Paso Robles
Vineyard: Frankel Family Estate, Malcom High, San Miguel Vineyards
Finished Alcohol: 15.6%
Residual Sugar(G/F): 0.03 g/100ml
Total Acid: 0.66 g/100ml
pH: 3.45
Bottling Date: December 11, 2024
Total Production: 295 Cases

THE VINEYARD

Our 2023 Primitivo Reserve is spectacular and will go down as one of our best wines ever bottled! It is remarkable, memorable, and has it all going for it! The first lot is Frankel Vineyard's 8-acre Primitivo Ridgeline vineyard. It was the third and ripest lot from that vineyard - our best estate Primitivo grapes. The second part is from Malcom High's Las Tablas Road Templeton backyard vineyard. 2023 was our first year working with Malcom, and his grapes were tremendous, high in acidity, yet sweet and supple, making it the perfect candidate to blend with our own fruit. Petite Sirah from Rafale's San Miguel Vineyard was used to give the wine more color, depth, tannins, and more of everything you want! The 2023 growing season was late due to cooler weather and heavy rains. The crop was heavy, which delayed harvest a full month after 2022. It was certainly worth the wait as the fruit tasted the best it ever has!

THE WINEMAKING

All lots were crushed, fermented, pressed, barreled, racked, and aged onsite. The three lots were 100% stainless steel fermented, and we used 3001, premium zinfandel, and RP-15 yeast for alcoholic fermentation. We kept the three lots separate throughout the winemaking process. In 2023, we implemented longer and colder fermentations, assuring a slow, steady, and reliable outcome. The final blending of the lots took place one week before bottling. Frankel Vineyard Primitivo aged in 100% new 265L Thin Stave Radoux Minnesota American Oak Barrels. These barrels are elegant yet powerful. Malcom's Primitivo is aged in 100% new oak with a combination of Hungarian and American Demptos Cooperage barrels. Petite Sirah is aged in new 265L Hungarian Demptos barrels, adding tastes of coffee and dark chocolate.

THE TASTE

It's such an exceptional tasting wine, powerful yet refined with rich textures. This 2022 Reserve Primitivo expresses endless red fruits, balanced with a serious play of oak and upfront acidity. The aromas are clean and persistent, displaying prune, black cherry, hints of blueberry, and a decisive taste of ripe fig. The Petite Sirah adds to this wine's longevity, giving it lasting structure and a puckering finish. Spice and floral notes are there too. It's easy to pick up black olive, eucalyptus leaf, and oregano. Hold onto this one, it will only get better with age, reaching its peak in 2030.

-Paul Frankel, Winemaker