

HÉROE

2025 PRIMITIVO
EL PASO DE ROBLES, CALIFORNIA

THE VINEYARD

A percentage of all Héroe sales benefits the non-profit humanitarian group The Flying Samaritans. The front label depicts the face of Lugardo "Uga" Zatarian, a Sculpterra ranch hand who retired in 2011. The back label shows off the entire vineyard and winemaking team—every worker who contributed to making this bottle of wine. 2025 was an unbelievably good year for our Frankel Vineyards Estate Primitivo. We exceeded our ripeness target, and this wine features an amazingly fruit-driven character and finish. We harvested in three lots, each adding a unique twist and flavor to the final blend. The vineyard is super steep and sits at just over 1,000 feet above sea level. We shoot-thinned, leaf-pulled, and lifted the vines' canopy on the east side to provide plenty of sunlight on the fruit. The grapes were harvested on September 25th, 29th and again on October 1st.

THE WINEMAKING

This complex wine is a blend of three unique Primitivo picks and a lot of Syrah. A percentage of Primitivo fermented and aged in (4) NEW 500L Heinrich American Oak barrels. All lots were destemmed, fermented, pressed and aged onsite at Sculpterra Winery. The wine was 100% barrel-aged, with topping and tasting conducted every 6 weeks. It was SO DIFFICULT to pick a favorite Primitivo lot from 2025...so why not use a portion of each one to create this wine! Lot #1, called "Aquacero" was fermented with Premium Zinfandel yeast and features classic jam and cranberry flavors. Lot # 2, called "Nublado" was from the middle of the block and I used yeast 3001 for fermentation. Lot 3, called "Cielos Despejados," was aged in new 500L barrels a contains the woody, vanilla element in this blend. Then I added 2 barrels of Syrah to the mix, adding violet and prune taste. It was bottled after 10 months of barrel age.

THE TASTE

Primitivo is very distinctive, energetic, fun and contains broad consumer appeal. This particular vintage is on the riper side with concentrated aromas of fresh cherries and raspberries. Bouquets emerge on the mid-palate with baked plum and cinnamon, along with a nice touch of oaky goodness. The wine has solid structure and mingles around juicy acidity, slight tart-berry flavors of roasted almonds, rosemary, licorice and dark cocoa. The oak barrels give this wine a smoky, oaky balance that leads to dark-bitter chocolate notes in the mouth. This ripe and expansive wine covers the palate from beginning to end. I love pairing this wine with baby back spare ribs and spicy St Louis style red sauce.

THE FACTS

Varietals: 92% Primitivo & 8% Syrah
Appellation: Paso Robles
Vineyard: Frankel Family Estate
pH: 3.50
TA: 0.68
RS: 0.04
ALC: 15.6%
Total Production: 855 cases (750ml Bottles)
Bottling Date: August 13, 2026
Release Date: February 1, 2027



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