

PRESENTS:

2013 PRIMITIVO
EL PASO DE ROBLES, CALIFORNIA

THE VINEYARD

Héroé ("hero" in English), is the limited production, estate grown specialty brand from the Frankel Family Ranch, honoring their workers. All Héroé wines are made to drink now. Primitivo, a unique Italian varietal with a heritage shared with Zinfandel, is easy drinking, plush and rich, layered with notes of bright cherry, raisin, and plum. The Frankel Family has 10 acres dedicated to the production of this fabulous fruit. The vineyard is on a steep terrace, with well-drained soils - limestone, shale, stony sections and clay loam. The vineyard is oriented North-South, and meticulously manicured to increase airflow and ripening time. Secondary clusters were dropped in early June, leaving the vines with 12-20 clusters per vine, the perfect load for easy maturing and balanced tasting fruit. 2013 was a near perfect growing season, and the fruit was hand-picked.

THE WINEMAKING

After the fruit is destemmed, fermentation takes about 7-12 days before pressing and barreling. Primitivo winemaking is all about mastering temperature control during fermentation. It's a fast fermenter, which we aim to slow down to enhance the delicate fruit, pleasant aromas, soft tannins and dark ruby red color. We ferment the wine in tiny batches (half a ton at a time!), keeping the volume down and the heat buildup minimal. The result is amazing. A Primitivo with immense density, remarkable fruit tones and a glorious finish. The wine is aged for 8 months in barrel, utilizing only 22 % New American oak. Bottling early gives the wine freshness, life and easy-drinking crispness.

THE WINE

Huge fruit flavors adorn this wine, and the mouth feel is larger than life. A terrific choice for that mouthwatering glass and an outstanding candidate for Italian food pairings. The wine begins with grape Jelly, raisin, a jammy component, and big cherry too! There's a certain herbal mint, even a Eucalyptus note on the nose. Wonderfully balanced and pleasant from first sip to finish, it's got the high notes of Zinfandel's ripe fruit, but also shows a polished depth, with herbal and chocolate qualities.

THE FACTS

Vineyard: Frankel Family Estate
Blend Percentage: 93% Primitivo, 7% Petite Sirah
pH: 3.75
TA: 0.67
ALC: 15.0%
RS: 0.91%
Cases Produced: 474
Bottling Date: 8/21/14
Release Date: 9/1/14

