

PRESENTS:

**2018 PRIMITIVO**

EL PASO DE ROBLES, CALIFORNIA

## THE VINEYARD

Héroé, a fabulous wine dedicated to the workers of Sculpterra winery, continues the tradition of producing amazing Primitivo year after year. All fruit was grown at Frankel Family Estate Vineyards on well established 15-year-old vines. 2018 saw consistent agreeable weather. Favorable off-season rains, coupled with a mild spring and hot summer gave way to a long and extended fall harvest. The vines were hand manicured with careful pruning of canes, precise shoot thinning, methodical leaf pulling and selective cluster thinning, which helped achieve a perfect average yield of 3 tons per acre. The vineyard soils contain lots of limestone outcroppings with a mostly sandy-loam profile. Harvest began on September 25 and was completed by November 1, 2018.

## THE WINEMAKING

2018 was a surprisingly drawn-out year for the vineyard and the winery, making processing the fruit fairly stress-free. This wine is a blend of three unique Primitivo picks, all coming in from the 8-acre Ridgeline plot. Each lot represents a different day of hand-picking in our vineyard. The first lot came in slightly under ripe, creating tart cherry flavors and vibrant red color. The second lot was just the opposite with super ripe flavors, black color and a long rich mouthfeel. Finally, the third lot brought flavors of raisin, cherry-pie and dried herbs. We processed all three lots one half ton at a time, first by destemming the berries, then by whole berry fermenting a portion in new 500L barrels, and finally by basket pressing and barrel aging. The final bottle contains a small amount of Cabernet Franc, adding flavors absent to Primitivo and greatly aiding in the wine's texture, character and finish.

## THE WINE

Héroé's all estate grown 2018 Primitivo was aged in 29% new American oak barrels, giving the wine abundant flavors of smoke, BBQ and dark roast coffee bouquets. It's certainly an appealing wine, bright and rich with layered textures, overflowing in a beautiful sea of strawberry, cherry and blackberry. The addition of Cabernet Franc brings notes of dill, jalapeño pepper, and green olive. Jammy plum flavors and a richness of chocolate combine effortlessly in this largely appealing wine. For best results drink now through 2025.

## THE FACTS

Vineyard: Frankel Family Estate  
Blend Percentage: 86% Primitivo & 14% Cabernet Franc  
pH: 3.60  
TA: 0.72  
ALC: 15.0%  
RS: 0.03%  
Cases Produced: 375  
Bottling Date: 8/14/2019  
Release Date: 4/1/2020

