

HÉROE

2023 PRIMITIVO
EL PASO DE ROBLES, CALIFORNIA

THE VINEYARD

Héroé wines are made at Sculpterra Winery to honor our vineyard and winery workers. A portion of each sale goes towards supporting the Flying Samaritans Medical Team, who offer medical aid to the less fortunate in Baja, California. Primitivo has been produced since 2012 and has earned an impression reputation for its unique character and big structure with an abundance of fruity qualities. This 2023 vintage is one of the best we've produced! The growing season was picture-perfect for this variety, requiring much water. We experienced 28 inches of rainfall, the most we've received since 1997. Therefore, the Primitivo vines flourished with ample canopy growth, lots of green leaf tissue, and a larger crop load overall. The harvest dragged on through October and into November due to the unusually cool spring and summer. This wine is 100% Frankel Vineyards and sourced in 2 lots of the 8-acre Ridgeline and 4 Corners Estate Primitivo blocks.

THE WINEMAKING

Primitivo is finicky, and harvest timing is crucial! Therefore, we split up our picking into 4 different days. The Primitivo in this wine is from lots one and three. One lot is less ripe, and one is very raisin-y ripe, thus giving us more complex flavors with a myriad of tastes. The first lot was harvested at 25.5 BRIX, and we used Premium Zinfandel yeast to ferment it. The third lot was harvested at 27.5 BRIX, and we used yeast 3001 for fermentation. We destemmed the fruit and cold soaked it for one day before fermentation. It's crucial to tank ferment the wine cold; therefore, it took 14 days for both lots to complete fermentation to dryness. We pressed the skins at low psi, followed by settling and racking clean in wine barrels. Lot one was aged in once-used 240L American Oak barrels, while lot three was aged entirely in NEW 240L Missouri American Oak M+ toast barrels. The wine was in barrels for months

THE TASTE

What a great wine from start to finish! It offers heaps of delicate red fruit flavors matched with components of toasted oak. It is so impressively fruity, featuring pure and clean raspberry tart candies, sweet cherries, and wild strawberries. The mouthfeel contains reasonable tannins, and cheerful acidity is maintained on its finish. I love that this wine is packed and full of flavor, the richness of giving without being overbearing. This well-balanced Primitivo is blended with Cabernet Franc and Petite Sirah, which lend pomegranate, black cherry, and blueberry flavors. With 28% new American Oak, it's very easy to find roasted nutmeg, vanilla bean, cocoa, and fresh-cut cedar. Its ripe flavors persist with a fairly long and warm finish. Drink upon wine's release - at its best by 2030.

THE FACTS

Varietals: 87% Primitivo, 9% Cabernet Franc, 4% Petite Sirah
Appellation: Paso Robles
Vineyard: Frankel Family Estate
pH: 3.60
TA: 0.66
RS: 0.05
ALC: 15.6%
Total Production: 630 cases (750ml Bottles)
Bottling Date: August 15, 2024

