

# 2024 PRIMITIVO



## THE FACTS

Varietal: 100% Primitivo
Appellation: Paso Robles
Vineyard: Frankel Family Estate,
8-Acre Ridgeline &
2-Acre 4 Corners
Finished Alcohol: 14.2%

Residual Sugar(G/F): 0.05 g/100ml Total Acid: 0.66 g/100ml

**pH:** 3.45

**Bottling Date:** August 14, 2025 **Total Production:** 690 Cases

#### THE VINEYARD

From a selection of our very best Primitivo lots, this wine is approachable and desirable, showing off bold fruit tones and oaky charm. Focused flavors of fig and cherry combine well to offer richness and plenty of reward on the finish. The vineyards are located on the Frankel Family Estate; 8-acre Ridgeline and the 2-acre 4 Corners section. The terrain is steep and rugged, the soils are a mix of limestone, clay-loam with gravely sections. The vines were planted in the early 2000's and are certainly producing consistent flavors each year. I love being able to work with these 2 unique sites. 2024 was the year of "The Frost," most of our crop was lost to late season freeze that occurred on April 6, 2025. Our Primitivo vineyard is elevated and sits 1,000+ feet above sea level and was therefore unaffected. A hot summer was just what we prayed for and our grapes matured even and true. The harvest was earlier than previous years and berry quality was at an all time high!

### THE WINEMAKING

All fruit was hand-picked, selected and sorted in the vineyard before being delivered to the winery for processing. Harvest starts at 3:30am and we finish by 9:00am. This makes a HUGE impact on grape quality...it is imperative to bring in the grapes when they are cold. Once again, we made multiple Primitivo lots independently and then blended before bottling. The 2nd lot was fermented in 8 NEW 500L Puncheon barrels. To do this we remove the barrel heads and tighten down the hoops; we can fit 1,000 lbs of crushed must in each open top puncheon fermentation. We used 4 new American and 4 new Hungarian 500L barrels. Once the wine is dry, we then drain to a settling tank and press the skins to exact any trapped wine. Once complete we follow up by putting the barrel heads back to the barrel and return the wine to them for long term aging. The wine lots aged in barrels for 14 months and were topped and tasted every 6 weeks. The harvest was lighter than expected and as a result we only bottled 690 cases total.

#### THE TASTE

Primitivo is arguably the most unique wine we produce! It's got that something special that entices you to try more of it. This 2024 vintage is rich, complex, steady and comprises a plethora of sweet oaky qualities being aged 32% new American and Hungarian barrels. A profound and opulent expression of Primitivo-Zinfandel, I find notes of ripe mission fig, black cherry, plums, cherry compote, dark chocolate, cola, black pepper and a hint of toasted wood and herbal spices. This wine calls for a meat lover's pizza with basil, oregano and grated Romano Cheese. The fruit taste is on full display then soft mouth-coating tannins are elevated on the finish. This moderate to high alcohol wine is balanced by a solid acid structure and aftertaste. It's a powerful wine and will age with style.

-Paul Frankel, Winemaker