



WHITE ROSE ESTATE

Willamette Valley Pinot Noir 2012

The Vineyards

There is quite the buzz surrounding the 2012 vintage amongst wine writers, critics and Oregon winemakers and we share in that excitement for the vintage here at White Rose Estate. Owner Greg Sanders and Winemaker Jesus Guillen don't recall a vintage in their tenures that has shown as much potential. Despite a cool winter and spring that delayed bud-break 1-2 weeks and reduced berry-set during flowering in late June, the summer months of 2012 were moderately warm and quite dry. This warm and dry weather allowed the fruit to ripen at an ideal rate and despite our late start; we had caught up to normalcy by the end of the summer with Veraison occurring in late August. The warm, dry weather patterns continued throughout September and into October mitigating disease pressure (mildew, botrytis, etc.) in the vineyard. This ideal Pinot noir weather allowed us to leisurely pick when flavors and tannins were at optimal maturity. We began harvest on October 11th and continued to harvest our various vineyard sites until we concluded harvest by picking White Rose Vineyard on October 27th. The fruit from all our vineyard sites arrived at our cellar door in pristine condition; clean beautiful clusters bursting with color and flavor.

The 2012 vintage is reminiscent of 2002 and 2008. It was warmer than average and certainly warmer than the cooler vintages of 2007, 2010 and 2011, but cooler than the really warm vintages like 2003, 2006 and 2009. While the wines are dense and rich on the palate, across the board they are extremely well balanced with sufficient acidity. Unlike the warmest vintages where the fruit takes on an overripe, stewed character, the wines from 2012 consistently retain a fresh, vibrant sense of fruit. Retaining this freshness is critically important to our winemaking goals at White Rose. Our 2012 Willamette Valley Pinot noir demonstrates the quality of the vintage offering a balanced wine with intense flavors, expressive aromas, excellent complexity, rich color and texture on the palate, and moderate alcohol level of 13.2%. At this point, the wine is delicious and we only expect it to improve. It certainly appears that 2012 is going to live up to the hype and the Willamette Valley is an excellent example and overall value for the vintage!

In The Winery

All vineyards were sorted and fermented with partial whole clusters ranging from 50-100%. The remaining fruit was destemmed. Total skin contact ranged from 22-23 days. All vineyards were basket pressed in our traditional wooden ratchet presses. All lots were racked once after the completion of malo-lactic fermentation. 11% new French oak was used in the blend and the wine was bottled after 11 months in barrel.

Technical Data

Vineyards:	Cherry Hill, La Dolce Vita, White Rose, Guillen, Luciole, Durant, Lia's, Anderson Family and Beacon Hill Vineyards
Clones:	Pommard & Dijon 777, 115, 114, 667
Harvest:	October 11 th to October 27 th , 2012
Whole Cluster:	73% on average
Cooperage:	11 Months French Oak
Bottled:	September 21, 2013
pH:	3.63
Alcohol:	13.2%
Production:	1094 cases